

MAY 16 1924

# THE Publishers' Weekly

*The American Book Trade Journal*

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No. 19

## *The Program*

*of the 24th Annual Convention*

*of the*

AMERICAN BOOKSELLERS  
ASSOCIATION

*at the*

*Hotel Commodore*

*May 12th-15th, 1924*

# Welcome, Booksellers!

We are keeping "Open House"  
this week for our bookselling friends  
at 443-449 Fourth Avenue



*If the interesting Convention program gives you  
any leisure moments — Come and See Us!*

## STOKES BOOKS ARE SELLING!

<b>THE GREEN BAY TREE</b>	<i>4th Printing</i>	By LOUIS BROMFIELD
<b>THE OWLS' HOUSE</b>	<i>4th Printing</i>	By CROSBIE GARSTIN
<b>ANN'S AN IDIOT</b>	<i>8th Printing</i>	By PAMELA WYNNE
<b>THE EDUCATION OF PETER</b>	<i>3rd Printing</i>	By JOHN WILEY
<b>EIGHT PANES OF GLASS</b>	<i>2nd Printing</i>	By ROBERT SIMPSON
<b>WEBSTER'S BRIDGE</b>	<i>2nd Printing</i>	By WEBSTER & JOHNSTON
<b>I, THE KING</b>		By WAYLAND WELLS WILLIAMS
<b>GREEN TIMBER</b>		By HAROLD BINDLOSS
<b>THE MYSTERY WOMAN</b>		By MacGOWAN and NEWBERRY

**Publishers FREDERICK A. STOKES COMPANY New York**

Here  
is some-  
thing new  
in the book  
world, a true  
innovation!

America's foremost  
woman novelist has  
just written four sepa-  
rate stories on the subject  
in which she is recognized  
as supreme; and her publishers  
are doing the unusual thing,  
bringing them out simultaneously.

This, indisputably, is the book event  
of the year: The publication on May 16  
of four new stories of Old New York by  
Edith Wharton. These four books are en-  
titled, respectively: "False Dawn," "The Old  
Maid," "The Spark," and "New Year's Day." They  
each tell a separate story of old New York, each in  
turn depicting one of the four decades from 1840 to 1880.

Each has pictorial end papers and labels from drawings by  
E. C. Caswell. None has appeared before in book form.

These four novels of Old New York by Edith Wharton will be  
sold separately at \$1.25. The set of four will be sold in a delightful  
period gift box at \$5.00.

*The author of "The Age of Inno-  
cence," etc. tells grippingly human  
stories in these new books in which old  
New York lives again. In them Edith  
Wharton displays all her great gifts  
of characterization and story-telling.  
In each a situation of powerful interest  
is developed, revealing human hearts  
and passions in the white light of reality.*



The Most Important,  
Most Interesting  
Publishing  
Innovation  
for the  
Spring  
Season

**EDITH WHARTON'S**  
*four new books*

**FALSE DAWN**—the 'forties

**THE OLD MAID**—the 'fifties

**THE SPARK**—the 'sixties

**NEW YEAR'S DAY**—the 'seventies

Each \$1.25 The set of four in a gift box, \$5.00



**D. APPLETON & COMPANY**  
35 W. 32nd Street

New York

## The House of Putnam Greets You—

AS the clans of the booksellers gather in New York, Putnam's extends a hearty welcome and take this opportunity to thank them for their cooperation in presenting a distinguished list which includes such books as—

*Beebe's Galapagos: World's End*  
*Hurley's Pearls and Savages*  
*Minnigerode's the Fabulous Forties*  
*Woollcott's Enchanted Aisles*

*The Outlines of Literature, Art and Science*  
*Rice's Sportlights of 1923*  
*Bibesco's The Fir and The Palm*  
*Keable's Recompense*

*Hardinge's Whirlwind*  
*Larminie's Deep Meadows*  
*Brown's Men of Earth*  
*Panter-Downes the Shoreless Sea*

G. P. PUTNAM'S SONS, 2 West 45th St., NEW YORK

## Charles Scribner's Sons

*extend a cordial greeting to the members of the American Booksellers Association and hope that their visit to New York will prove thoroughly profitable and enjoyable.*

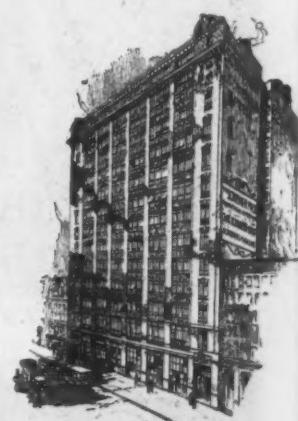


THE SCRIBNER BUILDING  
597 Fifth Avenue

**THE SCRIBNER BUILDING**, at 597 Fifth Avenue, houses the editorial, sales and executive offices of Charles Scribner's Sons and is the home of *Scribner's Magazine*. On the ground floor is the Scribner Bookstore. We hope that you will pay us a visit.

**THE SCRIBNER PRESS**, at 311 West 43rd Street, is the fourteen-story structure in which most Scribner books are manufactured. If you would enjoy seeing a book through the various stages of manufacture at the Scribner Press, the sales department of Charles Scribner's Sons, located on the second floor of the Scribner Building at 597 Fifth Avenue (telephone Murray Hill 7880), will be glad to make the necessary arrangements.

You are always sure of finding the presses engaged in reprinting a large number of Scribner books. The fourth large printing of Struthers Burt's "The Interpreter's House" is now in preparation. From the Scribner presses have come the thirty-five printings of "The Americanization of Edward Bok" and the works of authors who are among the mainstays of the book trade, such as Robert Louis Stevenson, J. M. Barrie, John Galsworthy, Henry van Dyke, Edith Wharton, Theodore Roosevelt, to mention only a few.



THE SCRIBNER PRESS  
311 W. 43rd Street

The Scribner Press is already at work on an important list of books for the fall, such as "The White Monkey" by John Galsworthy, "The Needle's Eye" by Arthur Train, "Racial Realities in Europe" by Lothrop Stoddard and "Memoirs of an Editor" by E. P. Mitchell.

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CHARLES SCRIBNER'S SONS, FIFTH AVENUE, NEW YORK

# OUTSTANDING BOOKS



H. G. WELLS



ALBERT PARKER FITCH



EDEN PHILLPOTTS

## H. G. WELLS

## The Dream

Ran through three printings upon publication in England as well as here. Mr. Wells in his most delightful mood, writes a romance and seasons it with his ideas of a glorious future.

\$2.50

## The Story of a Great Schoolmaster

A book with a strong appeal to all parents and educators. \$1.50

## MAY SINCLAIR

## A Cure of Souls

Four printings already exhausted as is anticipated from a Sinclair book. Sales now on increase as the author is in this country attending the International P. E. N. Club Conference.

\$2.50

## A Dark Night

A "novel in vers libre"—will gain great appreciation from the poetry readers as well as the novel readers. To be published May 20.

Probable Price, \$2.50

## EDEN PHILLPOTTS

## Cheat-the-Boys

Another delightful Devonshire novel sure to please Mr. Phillpott's readers.

\$2.25

## The Lavendar Dragon

\$2.25

## A Human Boy's Diary

\$2.00

## ALBERT P. FITCH

## None So Blind

A widely and greatly discussed novel which has run up four printings and has the topics for many reviews and letters by undergraduates and prominent educators and ministers.

\$2.50

## FRANCIS L. WELLMAN

## The Art of Cross-Examination

\$4.00

## HARRINGTON HEXT

## Who Killed Cock Robin?

Just the book for anyone who appreciates a good mystery story.

\$2.00

## CHARLES G. D. ROBERTS

## They Who Walk in the Wilds

\$2.00

## CAMPING OUT:

## *A Manual of Organized Camping*

\$2.00

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# THE MACMILLAN COMPANY

# From the MACMILLAN LIST

*The Book of the Hour*

## TAXATION: The People's Business

By ANDREW W. MELLON

*Secretary of the Treasury*

Business men, taxpayers, voters, in other words, everybody will demand a copy. We have rushed publication that it might be ready at this opportune time. Reap the profit from its timely appearance by placing your order early.

\$1.25

ERNEST POOLE

The Avalanche

This ever-increasingly popular author has written a book which will create even greater sales than before. The romance of a brilliant young psychiatrist and a New York society girl. To be published May 27.

Probable Price, \$2.00

CONCHA ESPINA

Mariflor

The foremost woman writer in Spain has written a novel which took a prize in Spain and is a best seller here.

\$2.50

WALDO S. PRATT

The Encyclopedia of Music and Musicians

Unique in its field, it has an ever increasing demand.

\$6.00

MICHAEL WILLIAMS

The High Romance

\$2.25

GRACE KING

La Dame De Sainte Hermine

History and romance clearly intermingled for the readers of historical novels.

\$2.25

ALESSANDRO MAZONI

The Betrothed

To be published May 27.

Probable Price, \$3.00

ZONA GALE

Birth

The increasing demand of the public for "Zona Gale's best novel" has caused the publication of a new edition.

\$1.75

WILFRANC HUBBARD

Donna Lisa: An Italian Idyll

\$2.00

CLEMENCE DANE

Wandering Stars together with The Lover

Written with Miss Dane's usual dramatic force, these two tales are assured an enthusiastic welcome.

\$2.25



ANDREW W. MELLON



MAY SINCLAIR



CLEMENCE DANE

64-66 Fifth Avenue, New York

*The news is too good to keep. We want to share our enthusiasm with you now regarding*

# ROBERT W. SERVICE'S new NOVEL THE ROUGHNECK

*To be published August fifteenth  
448 pages — \$2.00*

¶We have recently sold the motion-picture rights to the Fox Film Corporation, one of the few times that we know of, that rights were sold **six months in advance of publication.**

¶Furthermore, it is to be produced almost simultaneously with the publication of the \$2.00 edition.

¶Still further, there will appear almost at the same time a new motion picture edition of "The Shooting of Dan McGrew" with the picture appearing simultaneously.

¶"The Roughneck" is the first novel that we have published in our fifteen years of business. It would seem to be a good omen of what is to follow, particularly when you consider the number of Service books that have been sold. This will be Mr. Service's first work that we have published in over three and a half years.

¶A stirring story of adventure and romance with the world as its stage, coming out at a **psychological time** as did "Rhymes of a Red Cross Man." A story that might have been written by Jack London and Richard Harding Davis at their best.

¶Our travellers are now selling this title. Window display material, circulars, post cards, booklets, etc., to be had for the asking as well as free copies for all buyers and clerks.

¶Never before in one season will there be launched such a tremendous campaign on one author as the works of Mr. Service will receive. It will help you not only to sell "The Roughneck" but all of Mr. Service's books.

¶This story has not been serialized although we had many tempting offers.

¶Mark on your calendar now Robert W. Service, "The Roughneck," August fifteenth.

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## BARSE & HOPKINS

Fifth Avenue Building  
200 Fifth Avenue  
New York City  
(Our new address)

21 Division Street  
Newark  
New Jersey

# The New Macaulay Books

## Behold This Dreamer

By FULTON OURSLER

A tale of flaming love—of a man with whom women and beauty were a passion—who seeking one found both in a strange manner.

"One of the two important novels of the year."—Louis Weitzenkorn, N. Y. *World*.

"A genuine and heartening pleasure."—*Hartford Courant*.

"Few novels of tempestuous youth have been so buoyant."—*Brooklyn Daily Eagle*.

"M. Oursler reveals us to ourselves . . . unique and outstanding among books of recent years."—*Philadelphia Public Ledger*. Net, \$2.00

## The Street of Many Arches

By JOAN CONQUEST, author of "Desert Love" (in collaboration with Gwen Lally)

The story of a strange and passionate love, flaming amid the mystery and weirdness of London's great Chinese quarter. \$2.00 Net

## This Woman

By HOWARD ROCKEY

The white-hot love of youth, mad and inarticulate, burns away the dross of passion in this courageous story of to-day. Net, \$2.00

## Never Fire First

By JAMES FRENCH DORRANCE, co-author of "Get Your Man," "Glory Rides the Range."

In this well-wrought story of Sergeant Seymour and Moira O'Malley, who arrives mysteriously at a mounted police post in the dead of winter, and of the tragic events which follow her coming, Mr. Dorrance has written a stirring and picturesque novel that is engrossing from first to last. net, \$1.75

## The Long Arm of Fantomas

By PIERRE SOUVESTRE AND MARCEL ALLAIN, authors of "Fantomas," "The Exploits of Juve," etc.

Fantomas the Elusive, the arch genius of evil, returns to his old haunts in a story that is breathless with excitement and packed with sensation from beginning to end.

It is impossible to skip a page, for the entire story is admirably and ingeniously conceived. net, \$1.75

## South of the Rio Grande

By LAURENCE CLARKE

Powerful British and American syndicates clash in the Tampico oil-fields, in this glamorous and pulse-stirring romance of Old Mexico. Not since "Soldiers of Fortune" has any novel so ably caught the color and poetry of Latin America.

net, \$1.75

**THE MACAULAY COMPANY**

Publishers

NEW YORK

# Booksellers, Greetings!

YOU are cordially invited to visit the offices of Thomas Seltzer during Convention Week for a pleasant chat, to talk over your problems, make your suggestions, and see the new books.

*It will be our pleasure to tell you about these important forthcoming titles:*

**ALFRED E. SMITH ("Al." Smith) : A Biography**

*By Dr. Henry Moskowitz*

*probably \$3.50*

The life-story of the beloved and picturesque figure of American politics, by a man who knows him intimately.

**THE JANITOR'S BOY. By Nathalia Crane**

*\$1.50*

The astonishing verse of a ten-year old American girl. The poems are such as any mature poet might be proud of.

**THE BOY IN THE BUSH.**

*By D. H. Lawrence and M. L. Skinner*

*\$2.50*

**ENGLAND'S LABOUR RULERS. By Iconoclast**

*\$1.50*

Biographies and character sketches of 28 members of the MacDonald government, with 28 portraits in pen and ink.

**WITHIN A BUDDING GROVE. By Marcel Proust**

*2 vols. boxed, \$5.00*

**ALL THAT MATTERS. By Pearl Weymouth**

*\$2.00*

A popular novel.

THOMAS SELTZER, PUBLISHER

5 West Fiftieth Street (just west of Fifth Ave.) New York



At "The Playhouse"  
48th Street, East of Broadway

# THE SHOW-OFF

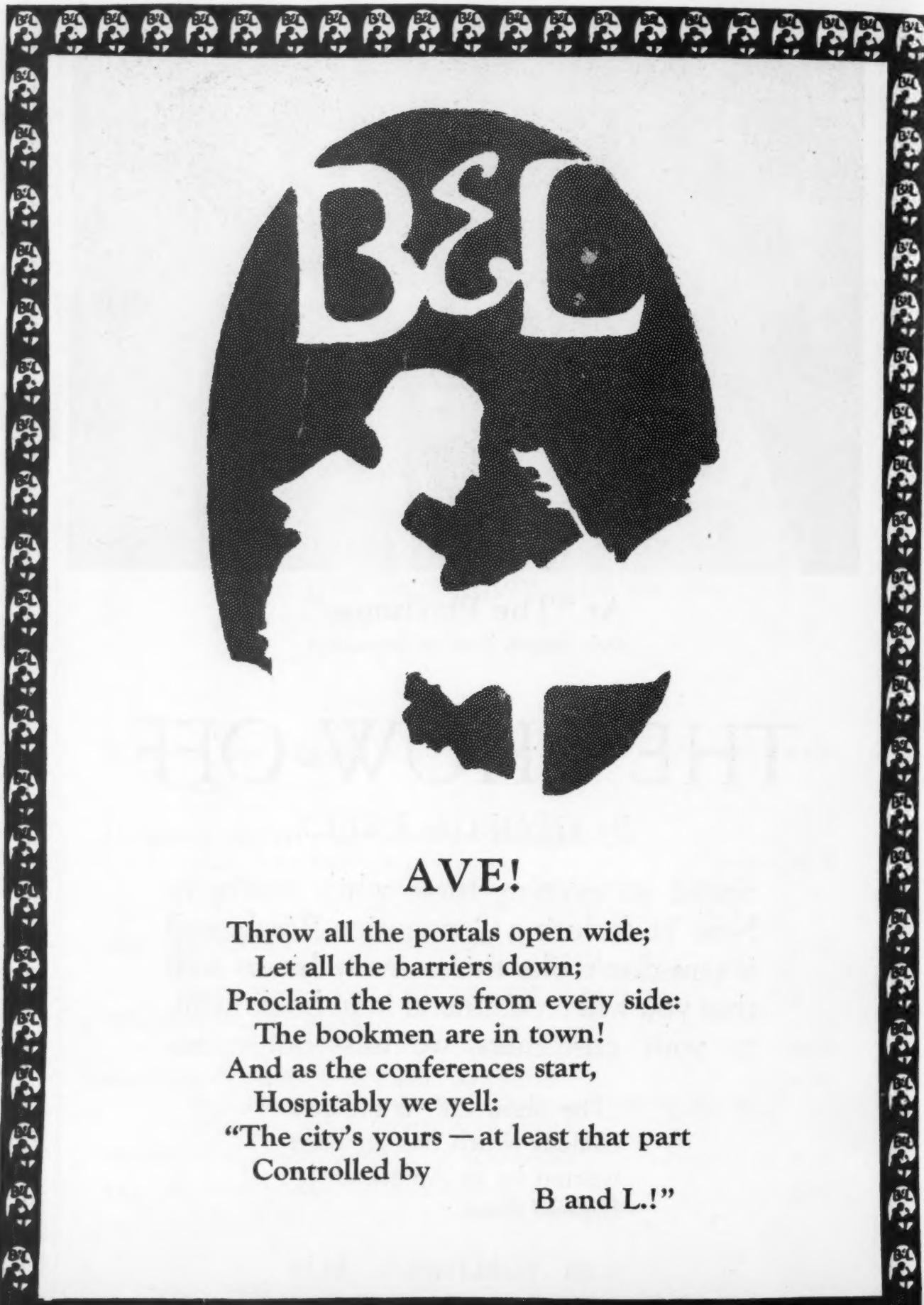
By GEORGE KELLY

Spend an evening there while you're in New York during Convention Week, and if you don't like this comedy hit so well that you will recommend it, in book form, to your customers, we miss our guess.

"'The Show-Off' is the best comedy which has yet been written by an American."  
*Heywood Broun.*

JUST PUBLISHED. \$1.75

Boston LITTLE, BROWN & COMPANY Publishers



## AVE!

Throw all the portals open wide;  
Let all the barriers down;  
Proclaim the news from every side:  
The bookmen are in town!  
And as the conferences start,  
Hospitably we yell:  
“The city’s yours — at least that part  
Controlled by  
B and L!”

**BONI & LIVERIGHT**

**GOOD  
BOOKS**

61 WEST 48<sup>TH</sup> STREET  
NEW YORK, N.Y.

# ANOTHER MILESTONE

¶ Sometimes a business reaches a new milestone as the year rolls round; and then again, at others, it is simply the same old landmark, a bit worn looking and in need of a coat of whitewash. Modesty forbids our mentioning the new milestones passed by Brentano's during the current year. Yet we point, with pardonable pride, to our achievement of increasing, by fifty per cent, an already booming business.

¶ The reason, of course, that we dare to boast is because you booksellers, through your co-operation and hearty good will, have made our success possible. You hold, in the hollows of your hands, our destiny. To you we are grateful.

¶ Our task is to give you books that are worthwhile selling; and this, both as regards contents and format, we believe we have done. Beautiful books such as **OUR AMERICAN THEATRE** and **MAX REINHARDT**, steadily selling biographies like **THE LIFE OF CESARE BORGIA**, popular novels like **THE DARK SWAN** and **PRANCING NIGGER**, all of these and many others have gone to swell your exchequers and ours.

¶ It is unnecessary, perhaps, for us to exhort you to have the best time possible at the Convention. However, if you want anything, information, guidance, whatever it may be, drop in on us and we will do everything within our power to gratify your needs. Make our offices your headquarters in New York.

# BRENTANO'S

## **ROBERT M. McBRIDE & COMPANY**

*Extend their most cordial greetings to the  
Members of the American Booksellers'  
Association and recommend to their attention:*

### **Captain Shapely**

*by Harold Brighouse*

"How Captain Shapely was taken captive by two mischievous eyes and a pretty wit on the Chester road, how the good luck that favors stout lovers made him fellow-passenger with his Marjorie on the long jolting journey to London, with some account of a puppet lord in a periwig and a heavy fox-hunting squire who were his rivals in love, is spiritedly related. The scenes passes with breathless speed between Cheshire and 'the town,' swords clash, pistols are levelled, bullies, cheats and backstairs women play their parts. There is a languishing city knight's widow who has stepped clear out of a Vanbrugh comedy and a storming ranting Cheshire squire who is a twin-brother to Fielding's immortal Western. How they storm and ruffle and fight and love! And what a brave adventure life could be in the reign of good Queen Anne."—*N. Y. Times*. 2nd printing. \$2 net.

### **The Contrast**

*by Hilaire Belloc*

A study and an interpretation of the United States and its people by a distinguished historian, poet, novelist, essayist and critic.

It is neither flattering nor hypercritical, but attempts to give a just estimate of the quality of the people of this country and the character of our institutions in terms of a contrast between the new world and the old. It contains chapters which will prove of decided interest to certain special groups among your customers. Such studies as those upon the Jewish problem and upon religion in America are highly important contributions to discussions that are of perennial interest.

The book is written vigorously and bluntly without mincing of words. It will be emphatically condemned by certain readers and as heartily admired by others. Mr. Belloc's opinions will undoubtedly arouse a controversy which will stimulate wide interest in the book. Now Ready. \$2.50 net.

### **I'll Show You The Town**

*by Elmer Davis*

It would be idle to attempt to quote all of even the most enthusiastic reviews of this new novel by the author of "Times Have Changed." Comments such as that of the Boston *Herald*: "Altogether the merriest story that the spring output of books has thus far brought along"; or that of the New York *Evening Post*: "Certainly the funniest book we have read this year," are as common as the proverbial raisin in fruitcake. Elmer Davis is making a place for himself as one of our leading humorists—a master of farcical situation and humorous characterization. "I'll Show You the Town" has already outsold "Times Have Changed" and will continue to grow in popularity during the spring and summer. Recommend it and please your customers. 2nd large printing. \$2 net.

**ROBERT M. McBRIDE & COMPANY**  
PUBLISHERS :: 7 West 16th Street :: NEW YORK

## Now about Discounts and protecting the Bookseller

Without the active goodwill and the intelligent co-operation of the book trade we could never hope for a satisfactory distribution of our publications. Take for example the case of Dean Brown's new book, "What is Your Name?" Four thousand copies were sold before publication day, before we had even announced the book to the general public. How? By the good co-operation of the booksellers who, each in his community or his field, undertook to see that the book reached the audience for which it is intended.

Now such a service does not thrive on appreciation alone. It takes money to run a bookstore—money for rent, money for help, money for fixtures, money for interest, money for bills that cannot be collected, money for a thousand and one things:

And where does this money come from unless from the difference between purchase price and sale price? In other words, from discounts. If we, as publishers, want this service—and we must have it—then we must give discounts that make it worth the bookseller's while to sell books rather than golf balls.

Side-by-side with discounts comes the matter of stock orders. Of course we want the bookseller to stock our books in some quantity—and upon quantity the discount very properly depends. But unless the bookseller hath more power of divination than the publishers have ever shown, how is he to avoid getting caught occasionally with books that will not sell? It is this fear of getting caught that makes him chary of quantity orders. There is but one solution: the publishers must, within reason, protect the bookseller; in order to enable him to stock; in order to insure him discounts sufficient to make bookselling profitable; in order to insure the existence of bookstores; in order to give books a proper distribution.

Yale endeavors to give such discounts and to afford such protection as to so insure the proper distribution of Yale books.

### Yale University Press

New Haven



Connecticut

A B A members are cordially invited to visit our New York office.

It is located at 522 Fifth Avenue (between 43rd and 44th Streets) in the heart of the 42nd Street section of town.

Ask for Mr. Soule or Miss Kaiser at room 825.

Room 825 contains a complete library of Yale books.

There will be a special display of the newer and more important publications.

There, too, you will find advance copies or galleyes of forthcoming books, together with original drawings, such as those to appear in Padraic Colum's new volume.

The famous McGregor restorations of prehistoric men—used in connection with window displays of "The Evolution of Man"—will also be in Room 825 during the week of May 7th to 14th.

**To the Booksellers of America:**  
 The first five volumes in  
**THE AMERICAN LIBRARY**  
 are ready

EVERY patriotic American and every American bookseller will welcome the announcement of THE AMERICAN LIBRARY. The plan of the series—under the capable editorship of Van Wyck Brooks, Robert Morss Lovett, Albert J. Nock and John Macy—is, briefly, to discover and present to the public those works of American literature which deserve perpetuity yet which have been passed by neglected. The Trade will find that a large potential market for THE AMERICAN LIBRARY exists; it should be a patriotic pleasure for them to sell it, as it is a literary pleasure for us to publish it.

**I. CHRISTOPHER COLUMBUS: "Journal of His First Voyage to America."**

Introduction by Van Wyck Brooks. Columbus' own Journal, kept on his voyage of discovery. Illustrated by drawings by Columbus, discovered among his correspondence. Widespread publicity will attend the publication of this important work. (\$3.50 Net)

**II. HERMAN MELVILLE: "Israel Potter."**

Authorized uniform edition, including his unpublished novels. The works you have been waiting for!

Introduction by R. M. Weaver, the biographer of Melville. A romance of the American revolution. (\$2.00 Net)

**III. MELVILLE: "Redburn."**

Introduction by R. M. Weaver. "The book I love best of his. A boys' book about running away to sea."—John Masefield. (2.00 Net)

**IV. AMBROSE BIERCE: "Can Such Things Be."**

Bierce's reputation has spread to the far corners of the literary world, although his books are known to but a handful of enthusiastic collectors. (\$2.00 Net)

**V. BIERCE: "In the Midst of Life."** (\$2.00 Net)

*In Preparation:*

HAROLD FREDERIC: "The Damnation of Theron Ware."

JOHNSON HOOPER: "The Adventures of Capt. Simon Suggs."

GEORGE ADE: "Doc Horne."

ARTEMUS WARD: Works, selected by Albert J. Nock.

THE volumes of THE AMERICAN LIBRARY are bound uniformly in buckram, with gold stamping. A comprehensive advertising campaign, including the *N. Y. Times*, *The Literary Review*, *Current History*, *The Nation* and *The American Mercury*, will back up your sales efforts. We invite your attention to the other interesting titles in the first announcement of ALBERT & CHARLES BONI. If you have not yet received it, ask us for one or more copies.



**ALBERT & CHARLES BONI - 39 West 8th St. - New York**

## GREETINGS!

WE would not go so far as to say that your Convention visit to this city will not be a complete success if you do not run down to 1140 Broadway for a call, but we would consider it a genuine compliment if you could, between innings at the Commodore, look in on us even for a minute or two.

To some of you "1140 Broadway" is just an address on a letterhead of goldenrod bond. We want you to feel that the 9th floor of 1140 Broadway is something more than that. There are cool and restful sample rooms with attractive displays of all the new G & D Popular Copyrights and Juvenile lines where you can examine them at your leisure.

Elevator doors, these days, aren't equipped with good old-fashioned latch-strings, but figuratively speaking, at least, the G & D latch-string is out for all delegates and guests at the 1924 Convention of the American Booksellers' Association.

**GROSSET & DUNLAP Publishers**  
1140 BROADWAY . . . NEW YORK CITY

*Greeting!*

The American Booksellers Association  
on its 24th Annual Convention  
*The Penn Publishing Company, Philadelphia*

NEW NOVELS for SUMMER SALES**LIGHTS ALONG  
THE LEDGES**

by Elizabeth Stancy Payne

*Author of "All the Way by Water," "Fathoms Deep"*

Summer on a yacht. Cool nights at sea. Trips to the famous old seaports of New England. Four charming young people involved in a mystery that hurls them into adventure and danger.

\$2.00

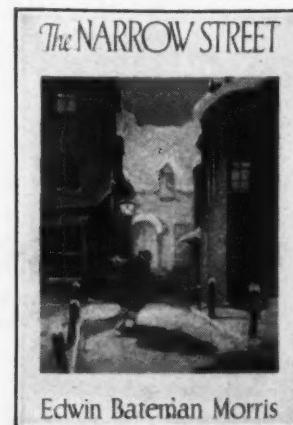
**THE NARROW STREET**

by Edwin Bateman Morris

*Author of "Blue Anchor Inn," "The Cresting Wave"*

A humorous story of a shy man and a beautiful girl, and of the strange events that entangle their lives. Mr. Morris is a master in contriving clever situations and solving them in a whimsical, unexpected manner.

\$2.00



Edwin Bateman Morris

**HARPER & BROTHERS**

*announce the publication on June 5th of*

# Rupert Hughes'

*New Novel*

# THE GOLDEN LADDER



BETTY BOWEN was a real American girl whose career has never been paralleled in the social annals of this country. Destined to go down in history as Madame Jumel, she was bred in the gutter, but lived to shine in the throne-room of royalty, while her last days were spent in the most beautiful historic home in old New York.



Beautiful and impudent, unscrupulous but exquisite, remorseless but always captivating, Betty braved out the hatred and ridicule of old New York society and through amazing adventures and intrigue lifted herself from ignominy and shame to immortal fame and wealth. From the story of her life Rupert Hughes has made an absorbing, colorful, creatively original novel. "The Golden Ladder" will be liberally advertised and widely bought. Have we your order?

**HARPER & BROTHERS**

Publishers Since 1817

49 East 33rd St., N. Y. C.

# E. P. DUTTON & COMPANY

## 681 Fifth Avenue, New York

Greet the American Booksellers' Association at their 24th Annual Convention and bid them welcome to New York

On the Dutton List this Spring we call your attention to the following outstanding books:

## ANCIENT FIRES

By I. A. R. WYLIE  
Author of "THE DARK HOUSE," Etc.

Miss Wylie has surpassed even her own high standard as a writer of exceptional fiction in this, her new novel—a strong picturesque story of love, adventure and intrigue. The reader will follow the thrilling exploits of John Smith, dictator of a small Central American republic, and a modern-day D'Artagnan, with breathless interest. Whether describing a murder trial or the horrors of a volcanic eruption or relating the love story which leads three people into strange situations tense with excitement, Miss Wylie never loses her sureness of touch or her power of achieving dramatic effect. "Ancient Fires" is certain to prove one of the literary sensations of the season.

Price, \$2.00

## Nightshade

ANONYMOUS

The Boston Transcript, in an extended review, says: "It is impossible to read the book without the conviction that the author is telling the truth about not one, but many American towns. . . . 'Nightshade' is a corrosive . . . filled with the decadence of one form of American life but in etching this for us it acts as a strong healthful current shocking in its truthfulness." \$2.00

## The Red Gods

By JEAN D'ESME

"If you like the weird, mysterious and exotic in fiction," says Kenelm Digby, "try 'The Red Gods,' a romance of high adventure in Indo-China which has the gripping illusion of reality." \$2.00

## All to Seek

By DIANA PATRICK

A wholesome, delightful and convincing romance—a rare blending of the beauty of nature and of the spirit with the appealing freshness of youth. In the lovely heroine the author has drawn a living picture of a maiden on the eternal quest of love. \$2.00

## The Gardens of Omar

By HENRY BORDEAUX

A beautiful romance, its atmosphere rich with the light and beauty of the Orient, crystallizing the magic spirit of the East. \$2.00

## A Popular Edition of Beasts, Men and Gods

Ferdinand Ossendowski's thrilling account of adventurous travel. Its translation into seven languages has already been made or contracted for. *Le Temps*, Paris, calls it "the most extraordinary book of the century."

Popular edition, \$2.00

## The Lunatic Still at Large

By J. STORER CLOUSTON

The further adventures of the irrepressible Mr. Essington, the "certified lunatic" of "The Lunatic at Large Again," and "The Lunatic at Large," which Christopher Morley called "one of the funniest books I have ever read." \$2.00

*In Preparation are:*

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By FRANCIS BRETT YOUNG

A rugged, fearless, elemental story of love in South Africa, a powerful drama of love and sacrifice, which recalls his best work in "The Black Diamond," and "Pilgrim's Rest." \$2.00

## Mrs. Paramor

By LOUIS JOSEPH VANCE

A brilliantly cynical story of the ultra-modern, half-idle social set handled with ingenuity and epigrams. By the author of "Baroque," "The Lone Wolf Returns," etc. \$2.00

## The Isle of Thorns

By SHEILA KAYE-SMITH

A revelation of this writer's amazing knowledge of human psychology. \$2.00

## The Mastery of Fear

By DR. WILLIAM S. WALSH

Author of "Yours for Sleep," etc.

Problems which have been found complex and baffling become simple and easy to solve after reading this accurate and scientific study of the principal fears which afflict present-day humanity.

Ready shortly

## • SPRING HEADLINERS •

### Re-Creations

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### Pandora La Croix

By **GENE WRIGHT**. A South Sea Story that is different. A book not of place, but of character, of strange romance with an appeal to chivalry in men and sympathy in women. \$2.00

### Intimate Character Sketches of Abraham Lincoln

By **HENRY B. RANKIN**. Producers found this book the most useful in giving the intimate, personal touches that make the screen figure like the real Lincoln as his friends and townsmen knew him. 4 Photogravure portraits. \$3.00

### Prisons and Common Sense

By **THOMAS MOTT OSBORNE**. Shall our prisons protect society or remain breeding places for crime? A brilliant discussion by the man who has devoted his life to prison reform. \$1.25

### The Practical Book of Outdoor Flowers

By **RICHARDSON WRIGHT**. The Editor of *House and Garden* has written a book which will be the standard for years to come for all lovers of flowers and gardens. 11 Illustrations in color, 165 in doubletone. \$7.50

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By **FREDERICK J. HASPIN**. 685,000 Copies of this book have been sold since 1911. This new edition with its attractive jacket and 48 illustrations can be made a source of steady profit. \$2.00

---

**J. B. LIPPINCOTT COMPANY**  
London :: PHILADELPHIA :: Montreal

CROSS WORD PUZZLES—EVERYBODY'S DOING THEM—CROSS

1921—Coué

1922—Mah Jong

1923—Bananas

# 1924—The Cross Word Puzzle Book

## The Cross Word Puzzle Book

## The Cross Word Puzzle Book

*Book-Sellers, Are You Cashing In On This Book That Is Sweeping The Country Like a Cyclonic Fad? People Don't Want This Book—They Crave It!!! Price \$1.35—Fifty Brand New Puzzles—Pencil Attached*

### Repeat Orders Tell the Tale

(From the Publisher's Diary of the First Three Days)

**April 10, 4 P. M.**—First Cross Word Puzzle Books Leave Bindery. Two New York jobbers phoned to double original orders because advance orders they have on hand are greater than anticipated first shipments.

**April 11**—Liberty Tower Book-Shop, New York, reports first order of 10 copies depleted; phones for 10 more.

**April 12**—Liberty Tower Book-Shop orders another 25 more; Brentano's, after original order of 25, telephones for 50 more; Lord and Taylor Book-Shop sends messenger for second order of 25; three bookstores that were cool toward book at outset send messengers and telephone for 5's and 10's.

(Note: This diary is for the first three days only. See the box in the center of this page for the last-minute news.)

### LAST-MINUTE NEWS

Since writing the rest of this advertisement the following six representative New York book-stores have bought the CROSS WORD PUZZLE BOOK as follows:

Brentano's .....	250
Lord and Taylor.....	100
R. H. Macy.....	200
Putnam's .....	150
Liberty Tower....	60
Whaley's .....	75

3300 copies sold in New York alone in 3 weeks!! Get your share of this business!

### 4 Hoorays from F.P.A.

#### BOOK-REVIEW

Hooray! Hooray! Hooray!  
Hooray!  
"The Cross Word Puzzle Book's" out today!

—F. P. A. in *The World*.

Other celebrities who are devotees of this most fascinating of indoor and outdoor sports are Bob Benchley, Neysa McMein, Gelett Burgess, John Farrar, Alice Duer Miller, Hendrik Willem Van Loon, and others too humorous to mention—they're all boasting THE CROSS WORD PUZZLE BOOK!

*The Cross Word Puzzle Book is a sure bet—It brings the re-orders!*

*Order at least 5 copies and ask for the display poster when you*

*Write, telegraph or telephone your jobber or*

**The Plaza Publishing Company**

39 West 57 Street

New York

Plaza 6409

CROSS WORD PUZZLES—EVERYBODY'S DOING THEM

WORD PUZZLES—EVERYBODY'S DOING THEM—CROSS WORD PUZZLES—EVERYBODY'S DOING THEM

**Notable Books  
of the Spring**



**Houghton, Mifflin  
Company**

## **RAFAEL SABATINI**

Six hundred and fifty thousand novels by "the modern Dumas" have been sold in America within three years. This spring we have reissued two of his best stories: **MISTRESS WILDING**, a romance of the Monmouth Rebellion, and **BARDELYS THE MAGNIFICENT**, a tale of France under Louis XIII.

Each \$2.00

### **SOUL OF SAMUEL PEPYS**

**Gamaliel Bradford**

The author of "Damaged Souls" incisively analyzes the world famous diarist.  
*Illus.* \$3.50

### **The Life and Letters of EMILY DICKINSON**

"One of the most original poets, one of the subtlest letter-writers."—*Atlantic Monthly*.  
*Illus.* \$4.00

### **CARNEGIE'S AUTOBIOGRAPHY**

A New Popular Edition of "the best American biography since Grant's memoirs."—*Weekly Review*.  
\$1.50

### **SATCHEL GUIDE TO EUROPE**

**Rolfe and Crockett**

The forty-fourth edition of the indispensable guide to Europe, revised and up-to-date. *Cloth*, \$4.00; *leather*, \$5.00

### **SO YOU'RE GOING TO PARIS**

**Clara E. Laughlin**

"The apotheosis of a guide book, interesting and full of facts."—*Chicago Tribune*.  
\$3.00

### **UNDER DISPUTE**

**Agnes Repplier**

A new volume by one of America's most distinguished and incisive essayists.

\$2.00

## **MY BOOK AND HEART**

**Corra Harris**

"If an autobiography of greater charm, or more poignant beauty has been written in many seasons, I haven't run across it. . . . A thing of beauty that defies adequate description."—*Toledo Blade*. *Illus.* \$3.00

### **FOUR BELLS**

**Ralph D. Paine**

"There are few better modern novels of the sea than 'Four Bells'."—*Phila. Ledger*.  
\$2.00

### **THE FROZEN TRAIL**

**Austin J. Small**

A story of the Canadian wilderness and of the Northwestern Mounted Police.  
\$2.00

### **CLUBFOOT THE AVENGER**

**Valentine Williams**

The further adventures of Major Okewood and Clubfoot.  
\$2.00

### **DUNLAP'S RADIO MANUAL**

**Orrin E. Dunlap**

A comprehensive and non-technical book by the radio editor of the *New York Times*.  
\$2.50

### **THE MAGIC CARPET**

**Mrs. Waldo Richards**

A new anthology of travel verse by the compiler of "High Tide."  
*Cloth*, \$3.00; *leather*, \$4.00

### **SONGS OF THE SEA**

**Robert Frothingham**

Sea poems and old-time chanteys by the compiler of "Songs of Men," etc.  
*Cloth*, \$1.75; *leather*, \$2.50

# CROWELL BOOKS

*Published  
in April*

## The Everyday Bible

Edited by CHARLES M. SHELDON, author of "In His Steps"

Not a new version but a new arrangement, in popular style for the everyday reader. The only one with page index. Advance orders indicate a large sale. *Order now.*

*Cloth, \$2. Limp Lea., \$3. Morocco, \$4.50*

## Food and Health

By INEZ N. McFEE, author of "The School and the Community"

Not a fad book but one which believes in both good living and good health. Many toothsome menus and recipes. A book by a housewife to housewives. (\$2.50)

## The Game of Ma Chiang

(Mah Jong) By MRS. PRESCOTT WARREN

The author is chairman of the American Standardization Committee, and gives the *last word* on the subject. This is the *only book which contains the Official Rules of 1924*. Don't miss it! (\$2.50)

## The Conquest of Worry

By DR. ORISON S. MARDEN, author of "Making Yourself," etc.

In press at the time of the author's death, and one of his finest books of inspiration. There has been much newspaper publicity about Dr. Marden recently. (\$1.75)

## Problems of Public Finance

By JENS P. JENSEN, Univ. of Kansas

A practical textbook for students which will also appeal to the taxpayer. A complete study of methods of taxation and the appropriation of public funds. (\$3)

**THOMAS Y. CROWELL COMPANY**

New York

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383 Madison Ave., New York

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Canfield's

THE  
HOME-  
MAKER

*By the author of*  
The Brimming Cup, etc.

*Published May 20th*

\$2.00

Cornelia  
Stratton Parker's

JENNY  
THE  
JOYOUS

*By the author of*  
An American Idyll

*Published May 20th*

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Robert  
Herrick's

W  
A  
S  
T  
E

*By the author of*  
Together, etc.

"The most power-  
ful indictment of  
the American scene  
that we have ever  
read."

*Chicago Daily News.*

\$2.00

Jacob  
Wassermann's

GOLD

*By the author of*  
The World's Illusion

*Published May 8th*

Over 400 pages

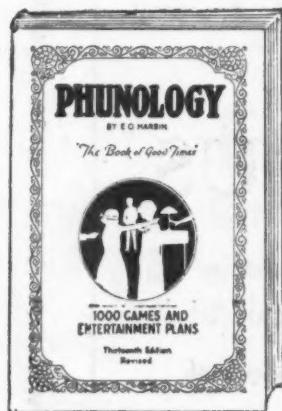
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*"The most practical book of games to be had anywhere"*

# PHUNOLOGY

*By E. O. HARBIN*

**NOW IN ITS TWENTY-FIFTH THOUSAND**



Wherever games are played (and that's almost everywhere) "Phunology" is known as the most practical guide book that may be had for parties and socials. It is a thoroughly practical guide for both the game master and players, for both indoor and outdoor use.

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- 2. Beautifully bound in maroon cloth.
- 3. Jacket in colors.
- 4. Large Type—Easy to read.
- 5. A Low Price.

#### DISCOUNTS

Our usual generous trade discounts are allowed on Phunology.

#### SALES HELPS

Free posters for counter display with all orders. Two color, four page imprint circulars for mail enclosure free with quantity orders.

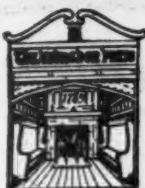
The sales possibilities of Phunology are being demonstrated by book sellers from coast to coast. A low price—a steady demand—quick turnover and a generous discount.

**Price \$1.50**

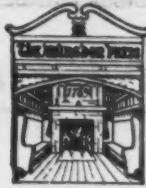
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**COKESBURY PRESS, Publishers**  
**NASHVILLE, TENNESSEE**



# ABINGDON BOOKS



## IS GOD LIMITED?

By Bishop Francis J. McConnell

In discussing the question raised in the title of this volume Bishop McConnell regards the problem as falling naturally into three parts: Are there limitations for God in the creation and carrying forward of the material universe? Are there limitations for Him in the creation of and in the relation to men? Are there limitations in the very fact that we conceive of God as a person? And then, he asks "If there are such limitations, how are we to conceive of them so as to preserve the moral and spiritual values which are the glory of the Christian ideals of God?"

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## SYNTHETIC CHRISTIANITY

By Lynn Harold Hough

In five brilliant chapters of vivid, emotional writing, Dr. Hough shows how the thinkers of the various times, from Plato to Bergson, had glimpses of truth, and Christianity takes up all their aspirations and welds them into a coherent unity.

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## THE REASON IN FAITH

By Ralph Tyler Flewelling

This book discusses the greatest doctrines of Christianity, like the incarnation, world redemption, sin, prayer, the Holy Spirit, and immortality. The author makes every one of these stand out in power for the modern mind.

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## CHRISTIAN IDEALS IN INDUSTRY

By F. Ernest Johnson and Arthur E. Holt

This study grows out of the conviction that the "hot spot" in the world of human relations is in the field of industry and concerns the knotty problems of capital and labor.

Price, net, 75 cents; by mail, 82 cents.

## CHRIST AND THE PROBLEMS OF YOUTH

By John M. Versteeg

Youth has its problems, and they are very real and very vital to the young people, and this is especially true relating to such problems as impinge upon the essential factors of the Christian life and service. The book is dedicated to the proposition that Christ is the hope of the world and so is the hope of youth.

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Thirty-one brief, racy chapters on thirty-one builders of the church, is nobly catholic in selection, and so includes Grotius, Channing, Wallace the evolutionist, Lee the general, Dale, Gilder, Gladden, and last and greatest, Roosevelt.

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NEW YORK

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*Miscellaneous Papers Written Between Eighty and Ninety*

**By Charles W. Eliot**

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**By John Jay Chapman**

The author knows life and literature from many angles; he has a deep religious spirit and he has woven mental ideas and spiritual truths into these essays. They are in no sense theological but broadly religious and stimulating to reading of the best books of all periods.

\$2.50



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"While the book was primarily collected for the younger playgoers and possible potential actors, the plays are readable for grown-ups as any that have been published." Percy MacKaye, Anton Tchekov, Stuart Walker and Constance D'Arcy Mackay are among the contributors.

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**By Arthur Mason**

Lively voyages with a real sea rover. To the writing of these sea stories Mr. Mason has brought a full knowledge of ships and ships' ways, a wealth of incident, a rich flavor of humor and a certain wistful charm.—*N. Y. Times*.

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### **DESIGN IN THE LITTLE GARDEN**

**By Fletcher Steele**

The fourth volume in the highly popular *Little Garden Series*, edited by Mrs. Francis King. Mr. Steele, whose experience as a landscape architect, has taken him all over this country and abroad, lends to the problem of the small garden the same care and adherence to the principles of art that he would bring to the estate of many acres.—*Chicago Daily News..*

*Illus. \$1.75*

**THE ATLANTIC MONTHLY PRESS, BOSTON**

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JAMES WRIGHT BROWN,

Publisher of *Editor and Publisher*,  
says of this book :

"To be quite frank, it is the only exposition of those vital, controlling principles that I have ever read with which I find myself in hearty sympathy and accord, as measuring up somewhat to the ideals of Christian character and conduct which I firmly believe should characterize the intercourse of any great enterprise with the press and public; ideals equally applicable to any legitimate financial or commercial undertaking. . . .

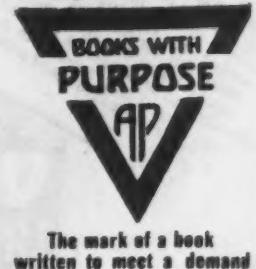
"Painstakingly and intelligently, the authors have developed a technique which they place at the disposal of leaders and workers in all branches of activity and service, together with a wealth of material gathered through serious research and many years of personal experience in weighing and appraising news values."

Cloth, \$1.50

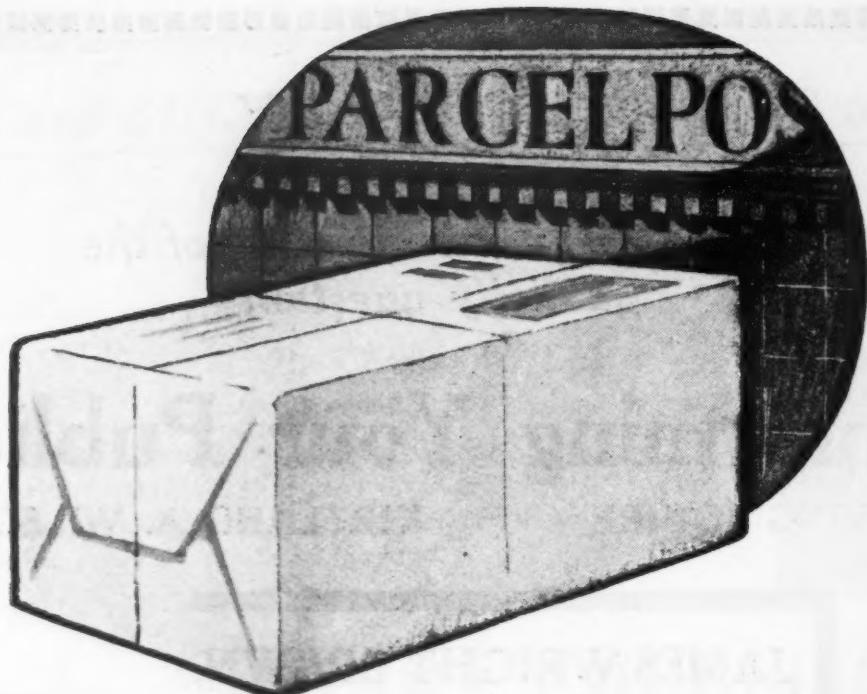
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347 Madison Avenue     :-     :-     New York



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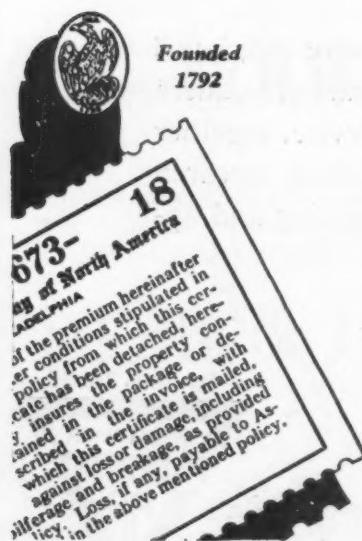


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You automatically insure by enclosing a North America Coupon. The stub is your shipping record.

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Wants information on Parcel Post Insurance

May 10, 1924

1517

MAY

# BEST BOOKS

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## THE BEST NEWS STORIES OF 1923

The Newspaper Annual of America

Edited by JOSEPH ANTHONY, author of "The Gang," Etc.  
is being awaited by newspaperdom with the highest degree of anticipatory enthusiasm.  
The fascinating and diversified interests of the newspaper profession is shown by such chapters as "The Whipping Post in Delaware," "The Japanese Earthquake," "Mrs. Belmont on Marriage," "Magnus Johnson Comes Home" and "The Murder of Helen Chun."  
NET \$2.50.

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The authors are well known to readers of the best fiction magazines, and in this, their first venture in books, they have started a series of "western" stories of most appealing form.  
Jacket in full color by Harold Cue. NET \$2.00.

## GAVIN DOUGLAS

By JOHN SILLARS

A romantic novel by a young Scotch novelist whom critics declare a worthy successor of Sir Walter Scott. Jacket in full color by Haswell Miller. NET \$2.00.

## MEMORIES OF AN AFRICAN HUNTER

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Translated from the Russian by PAULINE de CHASY

A true human document describing the life of a family harrassed by Bolsheviks, and the life of the young author during the time of the Revolution. NET \$2.50.

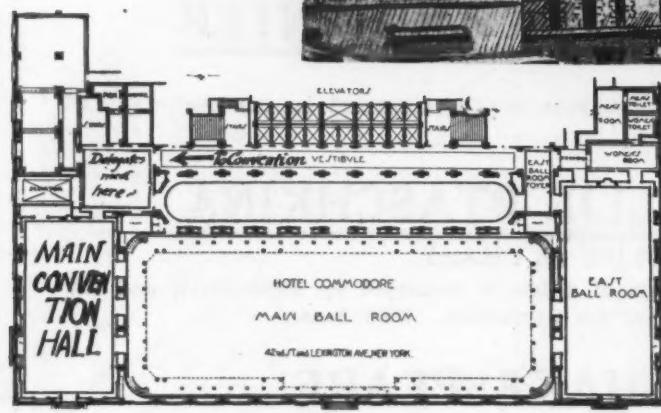
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AND COMPANY • PUBLISHERS

MAY



## *Hotel Commodore*

42nd St. & Lexington Ave.  
New York

*Where the Bookmen of the  
Western World and all  
their friends are meeting  
in not-too-solemn conclave.*

*Books for Everybody  
Everybody for Books*

24TH ANNUAL CONVENTION

AMERICAN BOOKSELLERS' ASSOCIATION

New York, May 12-15, 1924

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*A Book Lover's New York*

By FREMONT RIDER

*Editor of Rider's "New York City," etc.*

WE are so used to thinking of New York as a commercial and financial center that we are liable to forget that it is a cultural and literary metropolis as well.

Its ascendancy in this regard is, to some extent, a recent development. Even a half century ago, Philadelphia and Boston pressed New York close as literary centers—and probably Boston, at least, ranked higher. The rise of New York has been coincident with the rise, in relative importance, of periodical literature and with the closer linking up of literature and commerce.

First of all, New York is the chief periodical publication center of the United States, if not the world, publishing (of all sorts) and printing ranking sixth among the city's industries. Over a thousand periodical publications issue from here; in fact, less than a dozen general periodicals of the first rank are published elsewhere

(Continued on Page 1535)



*President: SIMON L. NYE.  
Manager of the Book Department of  
S. Kann Sons Co., Washington.  
Chairman of the Entertainment  
Committee at the Washington Con-  
vention. President since 1922.*



*Secretary: BELLE M. WALKER  
of the American News Company,  
New York Office.  
Former editor and publisher of the  
Bookseller & Stationer, Secretary of  
the A.B.A. for three successive  
years.*

## *Details for Delegates*

### *Convention Hall*

Ballroom Floor—Hotel Commodore.

### *Convention Office*

For the transaction of all business  
Ballroom Floor—Hotel Commodore.

Secretaries always on duty. In-  
formation and help on any matter,  
Convention or otherwise.

### *Registration—Important!*

At the earliest moment register at  
Convention Office. Members, asso-  
ciate members, guests should wear  
the Convention badge.

### *Railroad Certificates*

When registering, leave these at  
Convention Office. If 250 are re-  
ceived by Wednesday, they will be  
O. K.'d and returned to members  
ensuring a half rate return fare via  
same route. Good until May 19th.

### *Convention Fee—\$12.00*

Includes West Point trip on Tues-  
day, Shore Dinner on Wednesday,  
Banquet on Thursday.  
Banquet separately, \$6.00.  
West Point Trip, \$4.00.  
Shore Dinner, \$4.00.

Reservations for *all* events *must*  
*be made at once* for the benefit  
of the Entertainment Committee,  
Harold C. Kinsey, Chairman. He  
must know how many are to attend  
each event, in order to provide for  
lunches, dinners, buses, etc.

*Books for Everybody*

# PROGRAM

*Everybody for Books*

Monday, May 12th

MORNING

9:00 o'clock—Registration and reception of members and guests.

AFTERNOON

2:00 o'clock—Official Opening.

Welcome by the Hon. Richard E. Enright, Police Commissioner, City of New York.

2:20 —President's Address, Simon L. Nye, President of the American Booksellers' Association.

2:40 —Treasurer's Report, John G. Kidd.

Secretary's Report, Belle M. Walker.

Entertainment Committee's Report, Harold C. Kinsey.

Program Committee's Report, Ralph Wilson.

Membership Committee's Report, Stanley Remington.

Board of Trade Report, Cedric R. Crowell.

3:45 —Address "Books as Educators," John H. Finley, (Ex-Commissioner of Education, State of New York, Ex-College President) Associate Editor *New York Times*.

4:05 —Discussions.

EVENING

8:00 o'clock—THE MIRACLE, at the Century Theatre, Central Park W.  
at 62nd St.

(*For this spectacle it is highly important to be in your seats at 7:50 sharp. The interior of the Century Theatre has been rebuilt to look like a mediaeval cathedral, and much of the atmosphere of the play is lost if one does not get the proper appreciation of the setting.*)



CORONATION SCENE AT "THE MIRACLE."

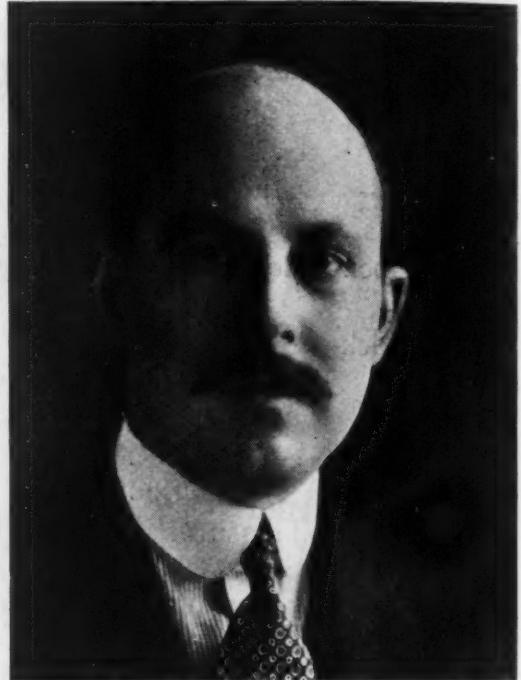
The booksellers are the guests of the National Association of Book Publishers. The tickets were mailed to delegates at their homes.

"The Miracle" is the story of a young nun, lured away from her duties in the Cathedral, and her gorgeous and bitter life in the world. While she is gone, the wonder-working statue of the Virgin comes to life and performs the nun's duties until she comes back again to the Cathedral.



*1st Vice President: J. JOSEPH  
ESTABROOK*

*Manager of the Book Department  
of Hochschild, Kohn Co., Baltimore.  
Active Convention leader of several  
years, contributor of important ad-  
dresses on staff training and mail  
order business.*



*2nd Vice Pres.: WALTER MCKEE  
General Manager, John V. Sheehan  
& Company of Detroit, and formerly  
with Doubleday, Page Selling Staff.  
Chairman of the Entertainment  
Committee at the Detroit gathering  
of 1923.*



*3rd Vice President: MRS. JOSE-  
PHINE GREENE*

*Manager of the Book Department  
of the Davis Dry Goods Company,  
Chicago.*



*Treasurer: JOHN G. KIDD*

*Stewart Kidd, Cincinnati,  
Elected to the Honorary Fellowship  
of the A.B.A. Treasurer since 1920.*



## Famous Palisades of the Hudson River

*See below for details of  
Tuesday's Trip to  
West Point.*

Tuesday, May 13th

### MORNING

9:00 to 9:55—Round Table Discussions.

“Selling Children’s Books,” Chairman: Marion Cutter of the Children’s Book Shop, New York City.

“Publicity and Advertising,” Chairman: J. Joseph Estabrook of Hochschild Kohn & Company, Baltimore.

“Training Assistants,” Chairman: Luella Duzan of Miller & Rhoads, Richmond, Va.

“College Bookstores,” Chairman: F. H. Tracht, University of Chicago Bookstore.

10:00 —Address “Books as a Community Influence,” John Haynes Holmes, Community Church, New York.

10:20 —Address “Rare Books,” by E. Byrne Hackett, Brick Row Bookshops, New York, Princeton and New Haven.

11:30 —Hudson River Boat Trip to West Point.

The Steamer “Sea Gate” from Hudson River Day Line Pier, at the foot of West 42nd Street, at 11:30 sharp. The pier is reached by the west bound 42nd St. cross-town car. Entertainment Committee aides will serve as guides. Box luncheon on board and 5 piece orchestra for dancing. Cadets seen at drill. Dinner 6 o'clock at hotel on West Point Reservation. Boat for New York leaves at 7 o'clock, arriving 10:30.

### West Point

*Reached after a four hour  
trip up the Hudson River*





*Chairman of the Entertainment Committee:* HAROLD C. KINSEY  
*Cosmopolitan Book Corporation*  
 In charge of all arrangements for West Point trip, Shore Dinner and Banquet.



*Chairman of the Program Committee:* RALPH WILSON  
*McDevitt-Wilson's, Inc., New York*  
 In charge of Speakers and Topics.

Wednesday, May 14th

- |               |  |
|---------------|--|
| 9:00 to 9:55  | —Round Table Discussions—College Bookstores (continued).<br>“Seiling Children’s Books” (continued).<br>“Training Assistants” (continued).<br>“Accounts and Records,” Chairman: John G. Kidd, Cincinnati. |
| 10:00         | —Address “Broadcasting Books,” Hoxie Neale Fairchild of Columbia University.   |
| 10:20         | —Address “Ten Ways to Make Book Sales Bubble,” W. R. Hotchkin, author of <i>Successful Storekeeping</i> .  |
| 10:40         | —Discussions.  |
| 11:30         | —Address “Reminiscences,” Elisabeth Marbury, author of <i>My Crystal Ball</i> .  |
| 11:50         | —Announcement of elections to Honorary Fellowship and presentation of diplomas—Frederic G. Melcher.  |
| Noon          | —Round Table Luncheons, if desired.  |
| <br>AFTERNOON |  |
| 2:00          | —Address “Children’s Books and Their Proper Selection,” Anne Carroll Moore, Supervisor of Children’s Room, New York Public Library.  |
| 2:20          | —Address “Poetry and Philosophy of the East,” Brian Brown of Brentano’s, New York.   |

- 2:40 —Address "Censorship," Thomas Dixon, novelist.  
 3:00 —Address "Books on Card Games," Robert F. Foster, author of many books on card games.  
 3:20 Reports of the chairmen of the Round Table Conference followed by discussion from the floor.

Wednesday, May 14th (continued)

- 5:15 Trip to Sheepshead Bay, Shore Dinner at Villepigue's. Buses at Hotel Commodore 5:15. Mezzanine floor exit. Shore Dinner at 7 o'clock. Buses return at 11 P.M., reaching Commodore about 12:15. Sheepshead Bay is on South Shore of Long Island just beyond Coney Island. The ride is across the Bridge and down Brooklyn's Shore Boulevards. Villepigue's is famous for its shore dinners.

Thursday, May 15th

MORNING

- 9:00 to 9:55—Round Table Discussions.  
 "Selling Children's Books" (continued).  
 "Publicity and Advertising" (continued).  
 "Training Assistants" (continued).  
 "College Bookstores" (continued).  
 10:00 —Address "How to Sell Children's Books," John Martin, John Martin's Book House, New York.  
 10:20 —Address "Building Steady Customers by Using Imagination," Jesse Lee Bennett, author of "*Culture and a Liberal Education*," etc.  
 10:40 —Address "Year Round Bookselling," Marion Humble, Exec. Secretary of National Association of Book Publishers.  
 11:00 —Five Minute Discussions by members from the floor on "What Makes a Bookstore Successful."  
 11:45 —Awarding of prizes given by the National Association of Book Publishers for Original Publicity Ideas—by Frederic G. Melcher.

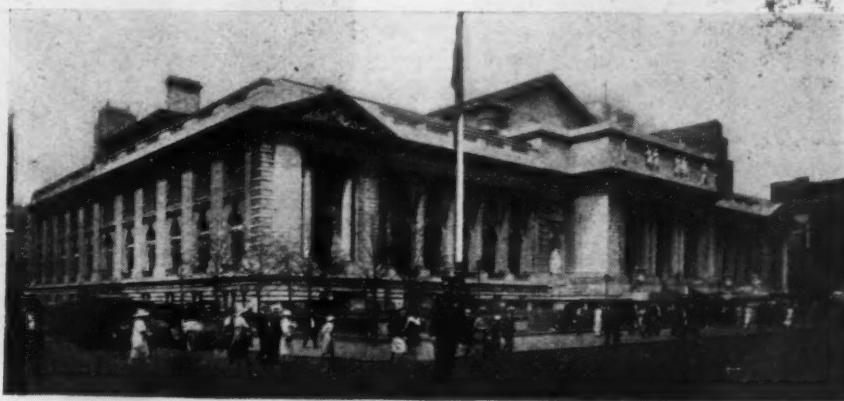


EXHIBIT OF THE HISTORY OF BOOK MAKING AT THE NEW YORK PUBLIC LIBRARY

*Open 9 to 6, Exhibit Hall, opposite Main Entrance. Book making of all centuries, including the rarest and most beautiful books. A notable opportunity for book lovers.*

AT THE METROPOLITAN MUSEUM—THE ARTS OF THE BOOK  
*A notable exhibit opening on May 13th and free to visitors. A Fifth Avenue Bus takes one direct to the Metropolitan.*

AFTERNOON

- 2:00 —Executive Session.  
Reports of Resolution, Auditing and Nominating Committees.  
Reading of Communications.  
Adoption of Resolutions.  
Election of Officers.  
Adjournment.
- 3:30 —Seeing New York.  
Visit to the New York Public Library for those who desire—  
not conducted.

EVENING

- 7:00 —Banquet and Dance in Ballroom at the Hotel Commodore.  
Toastmaster: Frederick A. Stokes.  
Speakers: Senator Royal S. Copeland,  
Albert E. Wiggin,  
Houdini.  
Five piece orchestra and song leader during the dinner.  
Dancing at 10:30 to 2:00 A. M.  
Ten piece orchestra for the dancing.



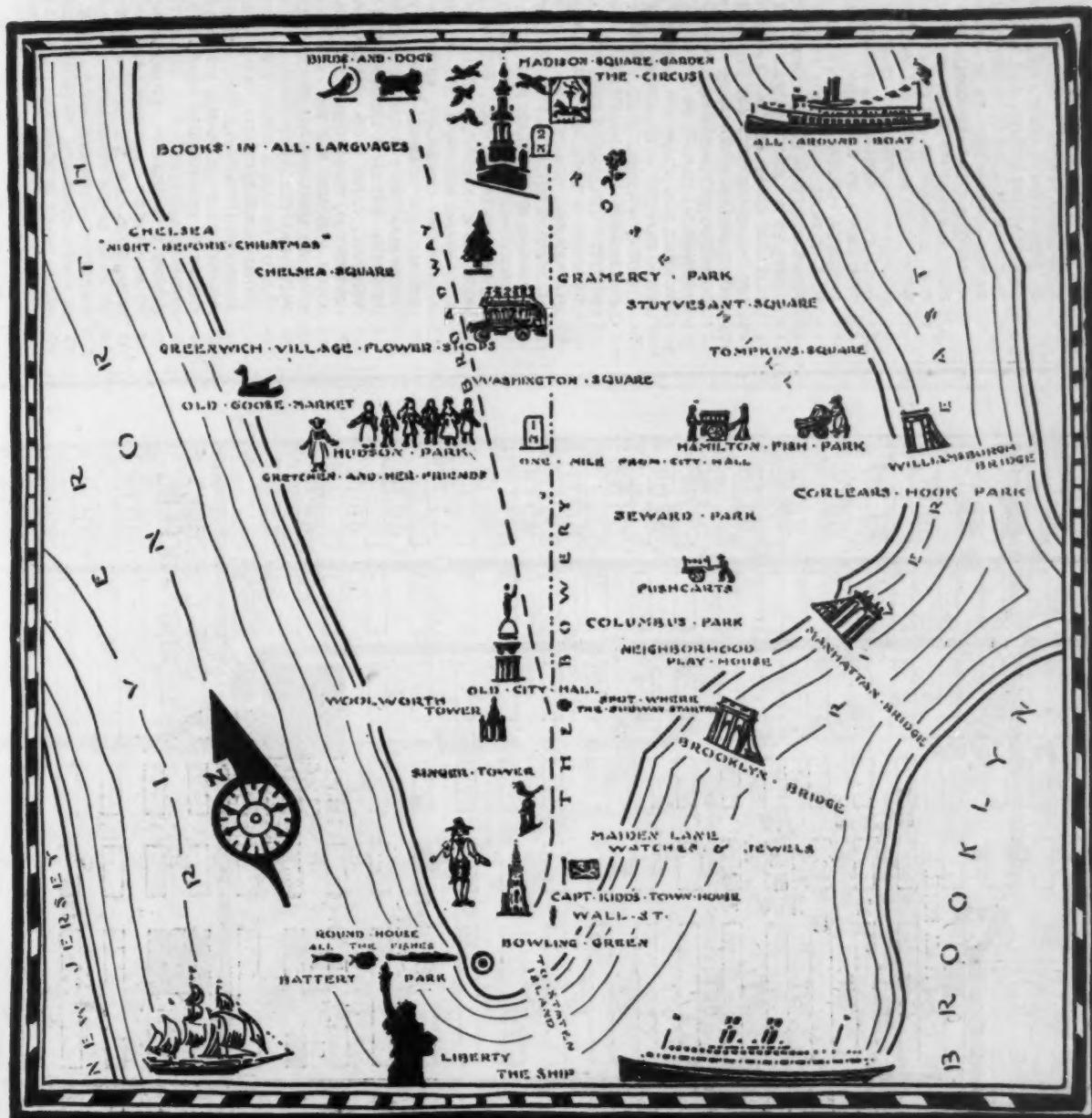
MARION HUMBLE  
*Executive Secretary, National Association of Book Publishers*



STANLEY G. REMINGTON  
*Chairman, Membership Committee of the A. B. A.*

# Literary-Picturesque New York

From South Ferry to Twenty-fifth Street



MAP FROM "NICHOLAS," BY ANNE CARROLL MOORE, A CHILDREN'S STORY PUBLISHED BY G. P. PUTNAM & SONS. MAP PUBLISHED SEPARATELY

## Sight Seeing

**R**OYAL Blue Line Motor Tours Company.—Starting point Hotel McAlpin offers a downtown and uptown trip twice daily including Sundays, rate \$1.50 each. Also Grand Double Tour of New York and Brooklyn, rate \$2.50. *Sight Seeing Yachts:* Two steamers under separate managements make the trip around Manhattan Island. The "Tourist" leaves Battery Park Pier near South Ferry at 10:30 A. M.

and 2:30 P. M. daily including Sundays. The steamer "General Meigs" leaves West 42nd Street at 10:30 A. M. and 2:30 P. M. and from Pier A (next to Aquarium, Battery Park) at 11 A. M. and 3 P. M. to circumnavigate Manhattan Island ( $2\frac{1}{2}$  hrs. \$1). The steamer "Caswell" leaves Battery Park pier 1:30 P. M. to see the Forts, Bay and Sandy Hook, Long Branch and Asbury Park.

PUBLISHERS

- 1 ABINGDON PRESS, 150 FIFTH AV.
  - 2 D. APPLETON & COMPANY, 35 W. 32ND ST.
  - 3 ASSOCIATION PRESS, 347 MADISON AV.
  - 4 THE BAKER & TAYLOR COMPANY, 354 FOURTH AV.
  - 5 BARSE & HOPKINS, 23 E. 26TH ST.
  - 6 ALBERT & CHARLES BONI, 39 W. 8TH ST.
  - 7 BONI & LIVERKER, 61 W. 48TH ST.
  - 8 R.R. BOWKER CO., PUBLISHERS WEEKLY, 62 W. 45TH ST.
  - 9 BRENTANO'S, FIFTH AV. & 27TH ST.
  - 10 NICHOLAS L. BROWN, 15 W. 37TH ST.
  - 11 A.L. BURT COMPANY, 114 E. 23RD ST.
  - 12 THE CENTURY COMPANY, 353 FOURTH AV.
  - 13 CHELSEA HOUSE, 79 SEVENTH AV.

- 14 E. J. CLODTE, 156 FIFTH AV.  
 15 COSMOPOLITAN BOOK CORP., 119 W. 40TH ST.  
 16 CUPPLES & LEON COMPANY, 443 FOURTH AV.  
 17 A. T. DE LA MARE CO., 438 W. 37TH ST.  
 18 DEVIN-ADAIR CO., 425 FIFTH AV.  
 19 DODD, MEAD & COMPANY, 443 FOURTH AV.  
 20 DODGE PUBLISHING CO., 55 FIFTH AV.  
 21 GEORGE H. DORAN CO., 24 MADISON AV.  
 22 DUFFIELD & COMPANY, 211 E. 19TH ST.  
 23 E. P. DUTTON & COMPANY, 681 FIFTH AV.  
 24 FUNK & WAGNALLS CO., 354 FOURTH AV.  
 25 CHARLES E. GRAHAM CO., 200 FIFTH AV.  
 26 GREIGE PUBLISHING CO., 286 FIFTH AV.  
 27 GROSSET & DUNLAP, 1140 BROADWAY  
 28 HAROURT, BRACE & CO., 383 MADISON AV.  
 29 HARPER & BROS., 49 E. 33RD ST.  
 30 NORMAN W. HENLEY PUB. CO., 2 W. 45TH ST.

- 31 HENRY HOLT & CO., 19 W. 44TH ST.  
 32 B. W. HUEBLES, INC., 117 W. 13TH ST.  
 33 ALFRED A. KNOPF, 730 FIFTH AV.  
 34 LONGMANS GREEN & CO., 55 FIFTH AV.  
 35 MACAULAY COMPANY, 15 W. 38TH ST.

- MACMILLAN'S BOOK COMPANY, 64 FIFTH AV.  
JOHN MARTIN'S BOOK HOUSE, 33 W. 49TH ST.  
MINTON, BALCH & COMPANY, 11 EAST 45TH ST.  
MOFFAT, YARD & CO., 31 UNION SQUARE  
ROBERT M. MCBRIDE & CO., 7 W. 16TH ST.

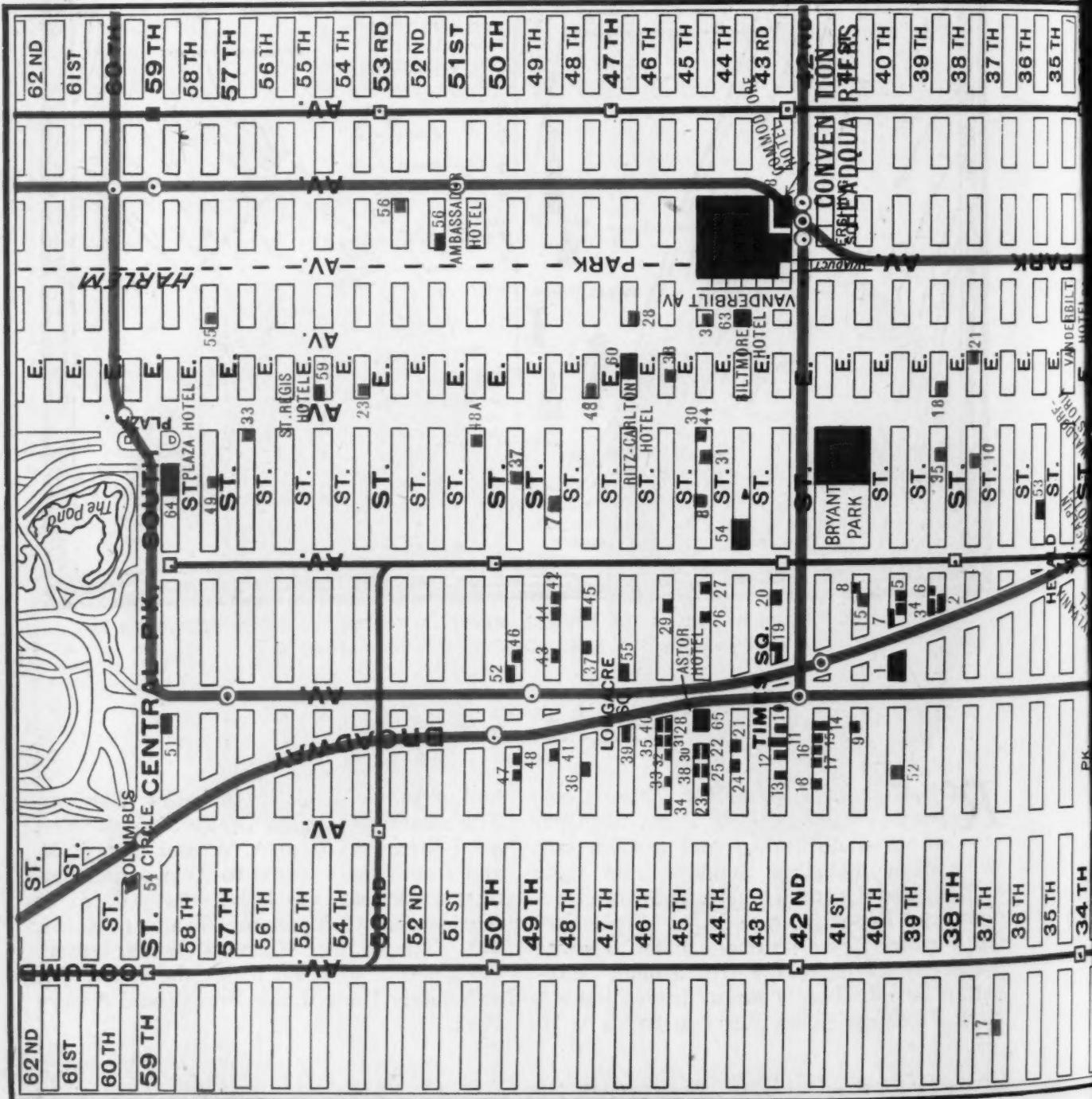
- THOS. NELSON & SONS: 381 FOURTH AV.  
41 OXFORD UNIVERSITY PRESS, 35 W. 32ND ST.  
42 PHYSICAL CULTURE CORP., 1925 BROADWAY  
43 ISAAC PITTMAN & SONS, 2 W. 45TH ST.  
44 BAND PERIODICALS CO., 2 W. 32ND ST.

- 3 RAND McNALLY & CO., 42 E. 23RD ST.  
 4 6 FLEMING H. REVELL CO., 156 FIFTH AV.  
 4 7 REYNOLDS PUBLISHING CO., 416 W. 13TH ST.  
 4 8 CHARLES SCRIBNER'S SONS, 597 FIFTH AV.  
 4 8A THOMAS SELTZER, 5 W. 50TH ST.

- 49 **SIMON & SCHUSTER**, 37 WEST 57TH ST.  
 50 **F. A. STOKES COMPANY**, 443 FOURTH AV.  
 51 **GEORGE SULLY & CO.**, 114 E. 25TH ST.  
 52 **U. P. C. BOOK COMPANY**, 243 W. 39TH ST.  
 53 **FREDERICK WARRE & CO.**, 26 E. 22ND ST.  
 54 **G. HOWARD WATT**, 1819 BROADWAY  
 55 **W. J. WATT & COMPANY**, 601 MADISON AVE.  
 56 **WOMANS PAPER**, 500 LEHIGH AV.

THEATRE

- 1 METROPOLITAN OPERA HOUSE, BROADWAY & 39TH ST.  
2 KNICKERBOCKER THEATRE, BROADWAY & 38TH ST.  
3 CASINO THEATRE, BROADWAY & 39TH ST.



KERBOCKER THEATRE, BROADWAY & 38TH ST.  
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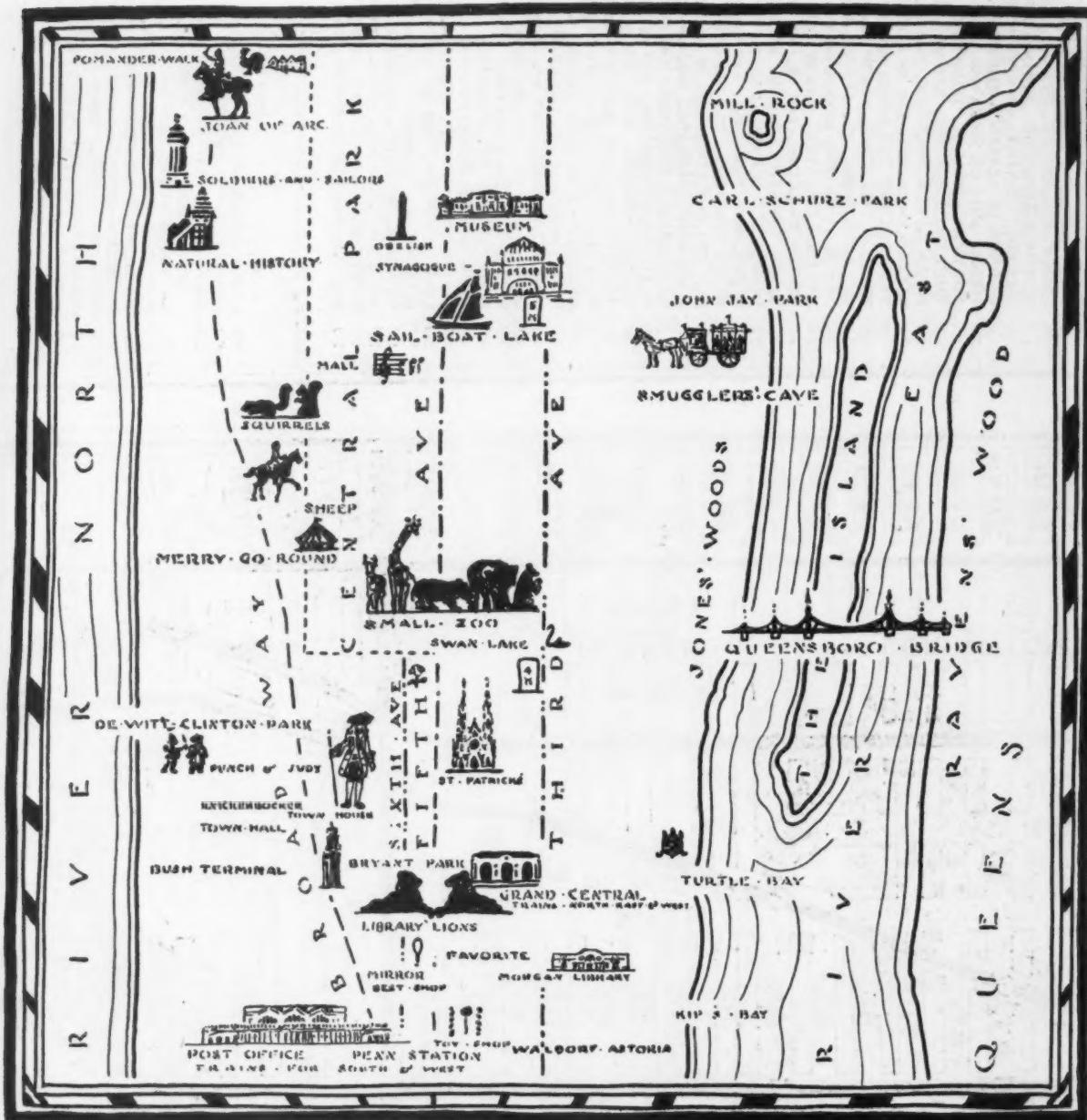
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## HOTELS

- 56 AMBASSADOR HOTEL, PARK AV., 50TH & 51ST STS.  
 57 PENNSYLVANIA HOTEL, 7TH AV., 32ND & 33RD STS.  
 58 COMMODORE HOTEL, (CONVENTION HEADQUARTERS),  
     LEXINGTON AV. & 42ND ST.  
 59 ST. REGIS HOTEL, FIFTH AV. & 55TH ST.  
 60 RITZ-CARLTON HOTEL, MADISON AV. & 46TH ST.  
 61 VANDERBILT HOTEL, PARK AV. & 34TH ST.  
 62 WALDORF-ASTORIA HOTEL, FIFTH AV. & 34TH ST.  
 63 BILTMORE HOTEL, 43RD ST. & VANDERBILT AV.  
 64 PLAZA HOTEL, FIFTH AV. & 59TH ST.  
 65 ASTOR HOTEL, BROADWAY & 44TH ST.  
 66 MCALPIN HOTEL, BROADWAY & 34TH ST.

# Literary-Picturesque New York

From 32nd Street to 94th Street



MAP FROM "NICHOLAS," BY ANNE CARROLL MOORE, A CHILDREN'S STORY PUBLISHED BY G. P. PUTNAM & SONS. MAP PUBLISHED SEPARATELY

## Sight Seeing

*To Bronx Park.*—The New Zoological Park: Reached by 7th Avenue subway marked "Bronx Park" to 180th Street or Lexington Avenue subway marked "East 180th Street"; or by Third Avenue elevated to "Fordham Station."

*The Aquarium.*—Reached by all elevated lines going south to South Ferry; 7th Avenue and Lexington Avenue subway to South Ferry—trains marked "South Ferry"

or by Broadway (B. R. T.) trains marked "Bowling Green."

*Metropolitan Museum of Art.*—Reached by 5th Avenue buses northbound from the mid-town section to 82nd Street.

*Fifth Avenue Buses.*—Offer a variety of fine rides from Washington Square Northward on Fifth Avenue and Riverside Drive. Fare one way 10 cents.

# College Bookstore Association Holds Convention Round Tables

Organized in New York, October 25, 1923  
With a present membership of fifty-five stores

FRED H. TRACHT of the University  
of Chicago Bookstore, president of  
the College Bookstore Association.



MARION E. DODD

MARION E. DODD, general manager  
and secretary of the Hampshire  
Bookshop, secretary of the College  
Bookstore Association.



FRED H. TRACHT

THE growth of bookselling in the college field has been one of the significant developments in recent years. On October last, thirty-five stores in this field were represented in New York at a conference and voted to organize for the exchange of ideas and for the constructive promotion of this type of bookselling. Members of the new association as members of the A. B. A. are adding to the general value and interest of the Convention by holding round table discussions on special problems.

# The Honorary Fellowship

Organized 1920



WILLIAM HARRIS ARNOLD



CHARLES E. BUTLER

*The American Booksellers' Association established in 1920, an Honorary Fellowship of Booksellers under the auspices of the Association, to provide a method for giving recognition to such booksellers as had raised their standards to a commendable level.*

*Booksellers by thus honoring their fellow workers will, by gradual selection, point out what the trade considers to be the standards of good bookselling, these standards not being restricted to any one field, but based on the nominee's knowledge and efficiency as judged by his friends.*

The following elections have been made:

1921

Charles E. Butler (deceased)  
Wm. Harris Arnold (deceased)  
George W. Jacobs, Philadelphia  
J. K. Gill, Portland  
Joseph M. Jennings, Boston

1922

Chas. A. Burkhardt, New York  
Walter S. Lewis, Philadelphia  
Louis A. Keating, Syracuse  
Sidney Avery, Washington  
C. C. Parker, Los Angeles

1923

Hon. Edwin S. Stuart, Phila.  
Frank Morris, Chicago  
Charles E. Lauriat, Jr., Boston  
Ward Macauley, Detroit  
John G. Kidd, Cincinnati

*At this Convention, Wednesday noon, the election of three new members of the Fellowship will be announced.*

# Honorary Members of the American Booksellers Association

Article 3 of the Constitution of the A. B. A. provides that:

*The Association may elect to honorary membership, by a majority vote of those in attendance at any general meeting, persons who have done signal service to the cause of bookselling. These memberships shall be open only to such persons as are not members of the book-trade, and not more than two shall be elected in any one year. Former officers of the Association, who are retired from the book-trade, shall also be eligible to election. Honorary members are not subject to dues.*

The list of those who have been elected to Honorary Membership since its establishment is:

CLARENCE E. WOLCOTT, Syracuse  
*President, 1901-04, of A.B.A.*

W. MILLARD PALMER, Grand Rapids  
*President, 1904-08, of A.B.A.*

WM. L. BUTLER, Wilmington  
*President, 1908-14, of A.B.A.*

WM. B. CLARKE, Boston  
*Chairman of Executive Committee,  
1910-15*

BESSIE GRAHAM, Philadelphia  
*Author, "The Bookman's Manual"*

A. EDWARD NEWTON, Philadelphia  
*Author, "Amenities of Book Collecting"*

R. R. BOWKER, New York  
*Editor of Publishers' Weekly*

THORVALD SOLBERG, Washington  
*Register of Copyright*



THORVALD SOLBERG



BESSIE GRAHAM



WALTER S. LEWIS,  
*Presbyterian Bookstore, Philadelphia*



VERNOR M. SCHENCK,  
*H. R. Hunting Co., Springfield*

#### RECEPTION COMMITTEE

*Chairman:* Walter S. Lewis, Presbyterian Board of Publication

Laurence Gomme  
Effie Hubley  
Alice M. Dempsey  
W. S. McKeachie  
Frank Bruce  
Charles C. Shoemaker  
L. A. Keating  
Melville Minton  
Frank V. McGrath  
Marion Cutter  
Eugene L. Herr  
E. F. Widman  
Harry W. Savage

#### ENTERTAINMENT COMMITTEE

*Chairman:* Harold C. Kinsey  
D. B. Browne  
George P. Brett, Jr.  
Ralph Wilson

#### PROGRAM COMMITTEE

Ralph Wilson, *Chairman*  
D. B. Browne  
Julian Messner  
Theodore Schulte  
George Moore  
Marion Humble  
Marion Cutter  
Alice Dempsey  
Belle M. Walker

#### RESOLUTIONS COMMITTEE

Vernor M. Schenck, *Chairman*  
Harry V. Korner  
Ward Macauley  
Eugene L. Herr  
Charles K. Jackson

## Mr. Rider's Article (continued)

in the whole United States together. (It may be interesting to add that nearly a hundred of these are published in foreign languages, a polyglot output equaled by no other city on earth.)

In trade book publishing, the output of New York exceeds that of all the rest of the country together by a wide margin, about forty book publishers of the first rank being domiciled here, as against a half dozen each in Boston and in Philadelphia.

Altho some effort has been made to develop a book publishing "center" in the city, it has not been very successful. One important group runs along or near Fifth Avenue above Forty-Second Street; another important group lies along Fourth Avenue below Thirty-Fourth Street; another group has stayed just north of Washington Square; still other publishers, notably the technical and specialized houses, are scattered pretty well all over the city.

It is, perhaps, more natural that the retail book-trade should be scattered as it is, tho here again there are three or four fairly well defined foci: the down-town group centering in the Wall Street to Park Place neighborhood; the lower Fourth Avenue group of second-hand booksellers centering in Fourth Avenue just below Fourteenth Street; the Fifth Avenue group centering along Fifth Avenue in the Forties and Fifties; and another interesting group of second-hand booksellers on both sides of Fifty-Ninth Street between Fifth and Third Avenues. But these groups do not include Brentano's, rather by itself at Fifth Avenue and Twenty-Seventh Street; or the big department store bookshops; or the various personal shops and foreign booksellers that are thoroly scattered.

New York is not full of literary associations in the sense that London and Paris are and has not cherished her historic associations any too well.

Greenwich Village has the popular reputation of being steeped in literary tradition, but even there literary haunts are few and doubtfully worth the finding. At the corner of 6th Ave. and Waverly place, Poe lived for a time, and nearby at No. 108, Richard Harding Davis wrote his first story of newspaper life. Not far away, at 58 E. 10th St., were placed several scenes of Hopkinson Smith's "Colonel Carter of Cartersville," and in W. 8th St. was the home of George Randolph Chester.

Further downtown, 309 Bleecker St., stands a house where Tom Paine, author of "The Age of Reason" spent his last years.

(Concluded on Page 1538)

# *High Lights in a Twenty Years'*

1901  
New York

"PRICE CUTTING," an ultimatum:

"Resolved that all members of the A. B. A. give cordial support to the Publishers' Association and all publishers who will cooperate in the maintenance of net prices. Agree not to buy, not to put in stock, nor to offer for sale, the books of any publisher who declines to support the net system."

1902  
New York

NET PRICES, the fight continues.

1903  
New York

"UNDERSELLING" still main topic:

Shall period of protecting prices be for two years or life of the copyright? Majority favor the two year period.

1904  
New York

CRITICAL YEAR. Association \$3,300 in debt, interest on the wane. Rally must be inaugurated to put pep into membership.

1905  
New York

"TROUBLOUS YEAR." "The Macy Suit" fought successfully in lower courts at considerable cost. Some rays of sunshine amid gloom and treasury deficit.

1906  
New York

GROWING GRADUALLY. Better attendance and larger social features. No outstanding action.

1907  
New York

SATISFACTORY PROGRESS. Membership still too small. Tidy balance in treasury, \$296.

1908  
New York

OUTSTANDING FEATURE, discussion of the relations of the bookseller to the public library, with addresses by three well-known members of the American Library Association. Membership up.

1909.  
New York

TENTH YEAR. Beginning of plan with a definite program of live subjects ably presented and thoroly discussed. Fine attendance.

1910.  
New York

"GETTING ENTHUSIASM FOR THE BOOK BUSINESS," the key note. Frank Doubleday said after the discussion, "My outlook on life has been changed in the last ten minutes, for I have met a cheerful bookseller."

1911.  
New York

IN FULL SWING. Program and attendance double. "Net prices" a fixed fact; let's cooperate and go to it."

1912  
New York

"INCREASE YOUR BOOKBUYING CLIENTELE." Selling problems get exhaustive checking up in good papers. Attendance largest yet, 343.

# Retrospect of A. B. A. History

THE MEMBERSHIP MOUNTS, now 476. Call for bookselling taught by correspondence and in Schools of Salesmanship. "Resolved That we reiterate our pledge of co-operation with publishers who make a minimum discount of one-third off."

TOUCH OF SPRING FEVER at convention. No increase in attendance, few dollars in treasury. Board of Trade placed on broader footing.

IN SPITE OF THE WORLD WAR the convention holds its own in a hopeful way. "Resolved: That we co-operate in a Children's Book Week in November."

CHICAGO. A new era is started. Convention scores a big success as a real *National* gathering. Half those present never attended before.

BACK TO NEW YORK. Records broken. Large number of women attended and spoke. "Buy from your bookseller" urged for publishers' advertising. Abolish "postpaid"!

NEW YORK AGAIN. "Teaching Book Salesmanship" outstanding topic. Bessie Graham heard. "Partial return privilege" urged on publishers.

BOSTON THIS YEAR. Most notable Convention in the nineteen years. Lively pace for other cities. Book-trade solidarity looms.

PHILADELPHIA. 400 attending sessions, 500 banquet. Place of the book and the bookseller in our communities emphasized by speakers. National campaign for books is sponsored and an appropriation made, thus initiating the successful Bookselling Campaigns now so effective.

AT THE NATION'S PLAYGROUND. The Outlook: Confidence in the future after a difficult year of business readjustments. The Keynotes: We must reach the non-book reader by cooperation in publicity. We must have training in the art of selling books.

ON TO WASHINGTON with a membership of nearly 500, or double that of three years ago. "Price Standardization" the dominant theme, "a problem of vital interest to the trade."

HELLO DETROIT, we're here! Wise words from many "outside" speakers. The small town bookstores boomed. Clean books discussed. Everything runs smoothly, and the city entertains royally.

1913  
New York

1914  
New York

1915  
New York

1916  
Chicago

1917  
New York

1918  
New York

1919  
Boston

1920  
Philadelphia

1921  
Atlantic City

1922  
Washington

1923  
Detroit

## Mr. Rider's Article (concluded)

In between lies Greenwich Village *par excellence*, that "motley collection of freakish tea rooms, shops and studios, which continuously appear and disappear like a mushroom growth."

Perhaps the best known literary shrine in New York is not in Manhattan at all, but way up in a remote corner of the Bronx. In Poe Park, at Kingsbridge Road and Fordham Ave., stands the little white cottage where the poet lived from 1846 to 1848, where his invalid wife died, and where he wrote several of his best known poems, including "Ulalume" and "Annabel Lee." It is open to the public and contains many Poe relics.

No spot in New York, probably, was more thoroly steeped in literary tradition than the old Harper Bidg. on Franklin Square—but, alas, it is no longer the Harper Bldg. The Gramercy Park neighborhood has also memories quite its own. Here are the National Arts Club and the Players. Here, on the steps of the house next the N. E. corner of Lexington Ave. David Graham Phillips was murdered. No. 9 Lexington Ave. was the home of Peter Cooper Hewitt.

Really New York's most interesting literary associations lie in the books about the city, and its various neighborhoods, rather than in buildings connected with literary people. Take for instance Poole's "The Harbor" (Brooklyn); or James Lane Allen's "Cathedral Singer" (St. John the Divine); or almost all of O. Henry; or Richard Harding Davis' "Van Bibber"; or George William Curtis' "Prue and I" (Washington Square).

Howells has many New York settings, notably "A Hazard of New Fortunes," "The Coast of Bohemia," and "Their Wedding Journey." So does F. Hopkinson Smith in his "Felix O'Day" (old 4th Ave.), "Tom Grogan" (Staten Island). And, to pick from a hundred others, there is Granville Barker's "Souls on Fifth" (Fifth Ave.), Rupert Hughes' "Empty Pockets" (in part laid in Batavia St. "the most Dickensy street in New York"), Edith Wharton's "House of Mirth," and "The Age of Innocence," Robt. W. Chambers' "Case of Mr. Helmer" (introducing quaint little Milligan Court), Arthur Train's "His Children's Children," Helen Van Campen's "At the Actors' Boarding House" (Chatham Square), James Oppenheim's "Dr. Rast" (the Ghetto) and Marion Crawford's "The Ralstons."

# The PUBLISHERS' WEEKLY

## THE AMERICAN BOOK-TRADE JOURNAL

NEW YORK, MAY 10, 1924

### Books As Graduation Gifts

By Carolyn Percy Cole

*Instructor in English, The Washington Irving High School*

"Do you know what intellectual honesty means?"

They nodded their bobbed heads vigorously.

"It just means telling the truth about ideas," one small girl volunteered.

"That's it. Will you make an honest list of the ten books that you like the most of all the books that you have ever read? Then you might add a list of ten books that you would buy if some one gave you a present to be used just for that purpose."

The girls in Washington Irving High School have been subjected to so many tests that one asked:

"Is this another intelligence test?"

"No, it's a favor to me. Only it will not be one unless you tell the exact truth. If you like 'Three Weeks' better than 'The House of Seven Gables,' you must say so. You may be asked why you chose that book but you have a reason if your list is honest."

They promised and departed. The next day great excitement prevailed when the lists were read aloud in class. The first girl had included Nick Carter's stories.

"Isn't that trash?" one of the girls inquired.

"What do you mean by trash?" countered another.

"Really good books are books not only about live people but full of live people. If Mr. Micawber walked into the room,

\* Mrs. Cole is the co-author of Bonney and Cole's "Handbook for Business Letter Writers" and the author of "Exercises to Accompany the Handbook for Business Letter Writers." Harcourt, Brace and Company, Inc.

we would all recognize him. I have thought of lots of things that he did that Dickens never wrote down. He is just as real to me as you are. In fact I know him better. I'd hate to be asked to explain the meaning of all the words in 'The Taming of the Shrew,' but I know Katharine intimately," the most taciturn girl in the class offered slowly.

"The Nick Carter books aren't good because the people are the same in each story, only they have different names. They are exciting, tho, and I like to see if I can figure out how they are going to turn out," was the rejoinder.

The experiment was more than a valuable class exercise. It resulted in some interesting discoveries. Of the five hundred girls who were asked to make out lists, 463 handed them in. The girls came from every term in high school, from the first thru the eighth. Moreover, they represented every grade of I.Q.\* (intelligence quotient). The lists handed in by some of the first term pupils showed more maturity of judgment than some lists compiled by eighth term girls. Furthermore the girls came from very different strata of society. It is erroneous to assume that only Russian Jew-

\* In the New York high schools there are given to the incoming Freshmen every year intelligence tests by which their intelligence quotients, the ratio of their mental age to their physical age, are determined. A child of twelve may have an I.Q. of 120. 100 would be normal. She is 20 points above the average. If she has an I.Q. of 80, she is 20 points below what is usually expected of a girl of twelve. Some papers, therefore, were written by girls with I.Q.'s of 80 and some by girls with I.Q.'s of 150.

esses of the lower East Side are pupils in Washington Irving. The school's family tree embraces a great many nationalities, including the Scandinavian, and father may be a push cart peddler or he may be a banker. The point of all this is, of course, that the entire list is widely representative.

The 463 lists contained 5481 names of books, more than ten each. These represented 1253 books. The surprise follows: 4829 votes were for books recognized as "good" by the definition given by the girl who objected to Nick Carter and 652 were for "trash." The 652 votes included juvenile fiction with which the author is unfamiliar, *The Texas Blue Bonnet* series, for example, which may be excellent. Ethel M. Dell, Zane Grey, and L. T. Meade are the favorite writers in this group.

#### Pride and Prejudice Heads the List

The fifty most popular books were another surprise. "Pride and Prejudice" which heads the list is part of the course of study of the Technical and Commercial girls for their fourth term, yet it appeared on the lists of the Academic girls and as often on the first and eighth term lists of all of the groups as on the fourth term lists of the Technical and Commercial girls. It gives a picture of life amid surroundings that are foreign to them and describes the by no means thrilling adventures of girls who lived a hundred years ago. "But they aren't old-fashioned," one of the girls inevitably remarks, "and there is lots of conversation and they are real." The second choice, "Silas Marner," also was not limited to girls who had studied it in class. George Eliot's patient and careful workmanship has given the young who hate, "the insides of people's minds," one analytical novel to enjoy. "Seventeen," we thought, with "Penrod and Sam" would head the list. The third choice is high, however. There were votes for all of Tarkington's books as there were for all of the best known George Eliot novels. Of "Jane Eyre," one of the girls said "Jane Eyre is UNIVERSAL." (they have just discovered that word and always pronounce it in capitals). "Mr. Rochester is just what you want in a man, only more so." The grammar of that remark may be open to criticism but the sentiment is the same that prompted the inclusion of "Six Days" and many others of that ilk with a vote or two apiece. All of us would have guessed "Little Women." Not one of Alcott's books was omitted and the series was mentioned often. "Rebecca of Sunnybrook

Farm," "The Prince and the Pauper," "Tom Sawyer," "Huckleberry Finn," "The Trail of the Lonesome Pine," "David Copperfield," "Daddy Long Legs," "The Secret Garden," and "Alice Adams" are obvious choices. The influence of the movies seems clear in the selection of "When Knighthood Was in Flower," "Scaramouche," "The Prisoner of Zenda," "The White Sister," "The Count of Monte Cristo," "The Light that Failed," "The Hunchback of Notre Dame," "The Three Musketeers," "Main Street," and "A Connecticut Yankee at King Arthur's Court." Altho many of the girls denied having seen the picture of the book in question, their attention was undoubtedly drawn to the book on account of the advertising it was receiving. "Romeo and Juliet" and "The Taming of the Shrew" appealed to a large number. Their popularity is partially explained by the fact that during the last two years the girls of the school have given beautiful performances of these plays. Many of them saw Jane Cowl in "Romeo and Juliet" and others saw Sothern and Marlowe in "The Taming of the Shrew." Still, years when these especial opportunities have not been present these plays have been the most popular with school girls. Altho they saw John Barrymore as Hamlet, the play received very few votes.

#### "Little Leather Books" Popular

The long unpublished list is as varied as one could imagine. "Rasselas," "The Keeper of the Door," "The Lost Lady," "The Dance of Life," and "Anna Karenina," to take five names at random appear in it. Every kind of Mary Smith at play, camp, school, work, has a place as have examples of the best and the worst of current fiction. Barrie has his adherents as has Marion Crawford. The popularity of Christopher Morley's books may come from his visits to the school or from the girls' interest in columnists. The members of another community might not derive the same pleasure from "Mince Pie," for example. On the other hand, the girls laugh "at the right places."

All of the books on the list were recommended heartily as graduation presents for other girls, because they had been such a source of pleasure to the girls responsible for their inclusion. When the girls began to choose the books that they would buy first, their desires became very scholarly. A large dictionary, an encyclopedia, "The Book of Knowledge," the "Bible," a book of etiquette, and a set of Shakespeare

headed nearly every list. "Pride and Prejudice" was the leading novel, but the general tendency was toward sets. They wanted "little leather books"—the *Lambkin Library*, the *Modern Library*, and the *Everyman Edition*, we ascertained later. "Then you can keep on adding to them and they look so nice all together. If you have one volume of Dickens or Shakespeare, someone will give you another for your birthday, you see." Many of the plans for a girl's own library included the newest books. A long list of books on science or music or psychology showed perhaps a budding life interest. The same girl who had made such a list did not necessarily include them in her collection of books that she had liked most.

This article is headed "Books as Graduation Gifts." What has the foregoing to do with that topic? This—if five hundred girls differing widely in intelligence, physical age and coming from diversified social strata like these fifty books, then other girls will like them. If the Washington Irving girls like uniform and inexpensive copies of the classics which can be augmented from time to time, other girls will probably share their tastes. If New York girls prize a dictionary, the largest kind; so will girls in San Francisco. If school girls enjoy reading novels that have been placed on the screen, so will girls leaving school. And if any one of you had seen the light in these girls' eyes when we asked them to imagine that they could buy these books, you would know that there could be no graduation present better than—a book.

REPORT OF A SURVEY MADE IN THE  
WASHINGTON IRVING HIGH SCHOOL TO  
DETERMINE THE BOOKS MOST ENJOYED  
BY GIRLS OF HIGH SCHOOL AGE

Number of girls handing in lists.....	463
Total number of selections made.....	5481
Number of books represented.....	1253
Number of votes for books generally conceded to possess literary merit..	4829
Number of votes for books with no literary merit .....	652

The Fifty Most Popular Books

"Pride and Prejudice" .....	104
"Silas Marner" .....	101
"Seventeen" .....	98
"When Knighthood was in Flower" ..	98
"Jane Eyre" .....	87
"Little Women" .....	81
"Scaramouche" .....	75
"Rebecca of Sunnybrook Farm" .....	66
"The Tale of Two Cities".....	65
"The Prince and the Pauper".....	65
"To Have and To Hold".....	61
"Tom Sawyer" .....	60
"The Crisis" .....	57
"The Trail of the Lonesome Pine"...	56
"David Copperfield".....	56
"Daddy Long Legs" .....	56
"The Mill on the Floss" .....	55
"The Secret Garden" .....	51
"Lorna Doone" .....	47
"Oliver Twist" .....	46
"The Iron Woman" .....	44
"Romeo and Juliet" .....	43
"The Prisoner of Zenda" .....	41
"The White Sister" .....	41
"Monsieur Beaucaire" .....	39
"Huckleberry Finn" .....	39
"Penrod" .....	38
"Alice Adams" .....	37
"The Call of the Wild" .....	35
"The Count of Monte Cristo".....	34
"The Light That Failed" .....	32
"The Virginian" .....	32
"Ramona" .....	31
"The Hunchback of Notre Dame"....	29
"The Scarlet Letter" .....	29
"Kenilworth" .....	28
"An Old Fashioned Girl" .....	28
"The Taming of the Shrew".....	28
"If Winter Comes" .....	27
"Uncle Tom's Cabin" .....	27
"The Three Musketeers" .....	26
"Sense and Sensibility" .....	25
"Main Street" .....	25
"A Connecticut Yankee at King Arthur's Court" .....	25
"Adam Bede" .....	25
"John Halifax, Gentleman" .....	24
"The Promised Land" .....	23
"Vanity Fair" .....	23
"The Lamplighter" .....	23
"The Little Shepherd of Kingdom Come" .....	22

## What the Women Want from the Publishers

**W**HEN the season's program of the General Federation of Women's Clubs was announced last fall, the department of literature had laid out a very complete program of suggestions for clubs in all parts of the country. Among other suggestions, it was announced that there would be a contest of the best five hundred word answer to the question, "What Do the Two Million Seven Hundred Thousand Federated Club Women Want from the Publishers?" A prize of twenty-five dollars was offered, and to this amount the *Publishers' Weekly* added another twenty-five dollars to encourage interest in the

contest, and Frederick A. Stokes, seeing the announcement, wrote of his interest and added a hundred dollars to the funds available for prizes.

A great many answers came in, and out of these a score were sifted and presented for final decision to Professor William Lyon Phelps of Yale, whose knowledge both of books and of the practical affairs connected with books is well known. The first prize paper is printed herewith, according to arrangements with the Federation. The prize goes to Mrs. John B. Roberts, 1520 Spruce Street, Philadelphia, a member of the New Century Club.

### What Do the Club Women Want from the Publishers?

*By Mrs. John B. Roberts*

**W**E Clubwomen want books that are interesting.

We want autobiography that shows a man's soul as well as the facts of his life.

We want autobiography that is not conceited.

We want reminiscences and collections of letters.

Some biography is as lifeless as a dried plant in a museum. Some autobiography is life thru a telescope. Letters, however, reveal a man and his time. Letters are not pressed plants but fresh flowers. They are not cold victuals but cakes hot from the griddle.

We want poetry that sings and also poetry that gives us a jolt; meter or free verse, but it must be poetry that makes us feel.

Prose may be written from the head, but poetry must come from the heart. The writer who has not felt emotion cannot convey it.

We want poetry that wakes an echo in our own souls, that shows us new beauty in the world, new meaning in old, eternal truth, new depths in the heart of man.

We want fiction which is true to life.

That does not mean that it may not be imaginative. A little girl once said that she liked "Alice in Wonderland" because it was so natural. She was quite right. All the characters in it are absolutely logical, inevitably true to their imagined selves.

We want truth but not a pathological treatise.

For the latter we can go to a medical journal. Truth is not indecency. "Art is selection" and all truth is not nasty. We have not jaded appetites. We do not prefer our mutton "a little 'igh" or bury our salmon, like Alaska Indians, till it becomes putrid. We do not even wish to say of a book as Sidney Smith said of a dinner table conversation, "Pleasant but wrong." We feel that the lack of reticence of some writers seems a bit shallow. They probably know nothing worse or they would have told it. An author should know more than he tells. Between the kindergarten and the psychopathic ward there is a wide range of subjects. A painter may have dissected corpses in the course of his necessary studies but he does not thrust his fundamental knowledge under our noses. A dinner on the table presupposes a fire in the kitchen and a slop-pail in the yard, but we do not invite our guests to inspect the range and the garbage can.

We think that pathological novels are tiresome, that artistic creation is essentially a joyous thing, that the bad-smelling school will soon seem as old-fashioned as Byronism does today.

We do not want books that point a moral. We prefer to make our own deductions.

We want books about living souls.

The way to make a living soul is told in the second chapter of Genesis, out of the dust of the ground and the breath of God—but do not forget the breath of God.

Mrs. L. A. Miller, Chairman of the Literature Division, has summed up the contest as follows:

"This was far more than a contest for a prize in the mind of the Chairman: it was an effort to determine the place of the club woman in the reading-public and has resulted in some valuable information. Extracts were made from all articles and kept on file. It has emphasized the need of greater knowledge of what is being produced, for knowledge leads to discrimination. As one of the largest purchasing groups in America we should wield a perceptible influence for literary ideals, but first we must know exactly what we want—and why, and then we must support the publisher in his efforts to meet our needs.

"To produce unity of action the General Federation Chairman and the various state chairmen should function as "literary tast-

ers," and send out frequent bulletins of worthwhile booklists for gifts and for club-reviews, books bearing upon vital issues, and fiction that interprets helpfully and wholesomely this great, crude America in the making. Let us keep the best books before our membership—talking about worthless books keeps them alive.

"The relation of the Book to Life, to international understanding, to peace and progress, and to the highest development of family life cannot be overestimated.

"Fiction opens a window upon civilization, enlarges our horizon and broadens our sympathies; drama throws wide the doors of adventure; poetry releases the spirit; biography brings the great ones of earth to sit in our chimney-corner; travel spreads for us the magic carpet; history makes us acquainted with our heritage from those who have gone before. We commend unto you the love of the Book."

## Buying For The Bookstore

### Eleventh Lecture in Temple Scott's Bookselling Course

**I**N order to conduct a successful bookshop it is important to use extreme caution and foresight in the buying or stocking of a shop. One may be a remarkable salesman, a perfect classifier and cataloger and capable financial manager, but all these attributes will be of no avail in keeping your business afloat if you are not an alert buyer. Mr. Scott emphasized this fact and then gave ways and means to cultivate and acquire it.

Reviews, contrary to the general idea, are not so important in pushing the sale of a book. They are hardly a detriment, but it is not advisable for a bookseller to buy 25 copies of a book because it has had a full page favorable review in the *New York Times*. Best selling books have very seldom attained the heights via a review. Publicity, with a capital P, instigated by the smart publisher, succeeds in forcing

people to talk about the book until, if one does not mention the book in the course of a conversation, one appears unimportant. This method of making a best seller has not been made use of to the profitable extent that it has in producing a successful play but it is tending that way.

The real reviews that appeared during the 19th century, in the *Edinburgh Review* and similar papers, are not seen frequently today; then a review would often occupy 30 or 40 pages and be a critical estimate of the value of the book, and it would be written by a man who knew as much or more about the subject than the author. Today the review is simply a brief summary of the content of the book and what the reviewer personally thinks of it. Some papers review the books of those publishers that advertise sufficiently, in other cases and quite frequently the reviewer is

a personal friend of the author and permits a personal feeling to creep into his review. Today is the great log rolling era when each one is loudly acclaiming the others' work and consequently the bookseller must not let himself be swayed by any of these reviews.

On the other hand a bookseller may not let his own personal feeling about a book influence him to buy heavily of it at the expense of his business. Nor can he hope to read many of the books that are published and form his judgment that way. The most practical manner to determine whether a book is worth buying or not is to take the honest opinion of a reputable publisher, not the ads that appear in magazines, that are intended for the public, however. Reading reviews in a paper like the *Nation* is also helpful in buying certain classes of literature, but is very seldom of use in picking popular fiction. Buying correctly is the hardest thing to develop, and no definite rule can be given whereby one can acquire the knack. Experience alone will develop it.

As the average life of a book of fiction is about six weeks, one can easily imagine the immense amount of dead stock that will be accumulated by indiscriminate buying. One of the greatest failings on the part of the average bookseller is his weakness for a little more discount, the majority will buy almost any quantity in order to get that extra 2 to 5%. This is particularly the case with fiction, and perhaps the best rule to follow is "Do Not Buy Discount." It is much better for the bookseller to have unsold copies of standard books than the best of popular fiction which after all is nothing more than a fashion.

The *Book Review Digest* presents the best unbiased criticism and is a very handy magazine to have as it takes the best of modern criticism and condenses it. "The Bookman's Manual" by Bessie Graham is absolutely indispensable to the bookseller. It is a book that has more practical bookselling material that is of real aid to the bookseller than almost any other book. The bookseller cannot afford to read for pleasure in his place of business, as the concentration of the student would seriously interfere with the duties of the man of business. The best reason that a bookseller has for reading is to impart knowledge to his customers and to do this the bookseller should read synopses of the books that he is selling and learn interesting facts about the book and the author.

A personal library is also of great importance to the bookseller and he should from time to time add to it. For this li-

brary he should have books that will give him a feeling of pleasure for his business and these usually come under the heading of books about books. Some of these books are: "The Haunted Bookshop" and "Parnassus on Wheels" by Morley, "The Amenities of Book-Collecting" by Newton, "Books and their Makers" by Putnam, a full list is given in the "Bookmans' Manual."

Mr. Scott then gave a list of books that are useful to the bookseller for reference work such as a dictionary of dates, a biographical dictionary, Brewer's "Readers' Handbook," etc. Next week Mr. Scott will lecture on the manufacture of books.

## An Unusual Catalog



CATALOGS are, of course, the best of reading, that is, when one is so minded, but there are times when the mere illusion or suggestion of delights to be gained by reading is enough. Such is the case with the charming spring announcement sent out by that distinguished old American bookselling concern, The James Book Store of Cincinnati. The brochure is beautifully printed on fine paper of a delicate olive-green tinge. The title page is embellished in red, and an appropriate excerpt from Milton is printed beneath the trade-mark of the James Store, which is a gentleman of about 1850 sitting on a chair with a book in his hand. On one of the inside pages of the folder is a lovely sketch labeled "the Garden Stair" and on the opposite page is a pleasant little essay, a portion of which follows. "And so with the coming of spring-time we relegate to upper shelves and dark cupboards the dignified and sober tomes that have shared with us our long winter evenings, and seek the companionship of those more charming spirits that await our calling between the gay covers of fiction, poetry, romance, and the contemplation of nature herself. Then open before us the pleasant vistas of sport, travel, gardening, and a hundred other activities."

## HOME READING

Mrs. Brown: I should like to buy a book that will keep my husband at home for a few evenings.

Book Clerk: Yes, ma'am. Asleep or awake?—*Life*.

## Trustees Adjust Dutton Overstock

JOHN MACRAE and Henry C. Smith, acting as Trustees of the Edward P. Dutton estate, have been taking steps to readjust the assets to bring about the conditions most favorable to the business, and have taken complete accounts at the storage house at 243 West 37th Street, where E. P. Dutton & Company have maintained their largest stocks.

In turning into liquid shape the stock represented by years of business, they have sold for jobbing purposes to Thoms & Eron, 34 Barclay Street, New York, represented by Frank R. Thoms, the entire overstock consisting of a collection of 600,000 books, with a list price of \$1,800,000. This is one of the largest transactions in books that the trade has ever seen and represents every type of publication from fiction to valuable books on art.

Mr. Thoms is proceeding carefully to assort the material, so that it will be available for remainder purposes for bookstores that have special fields of activity. A very large percentage, perhaps 100,000 volumes, is fiction, and there are a great many beautiful art books, a large number of books in economics, history and travel, and a very heavy percentage is import stock. Mr. Thoms has taken both bound books and sheets, altho the larger part is in bound shape. The firm is to handle the selling from its own quarters at Barclay Street, and it is planning to have details ready by Convention week, because many of its customers who handle this type of thing and who use specials for display and catalog purposes will be in town at that time.

## A University Pamphlet on Bookselling

THE University of Illinois, thru its Bureau of Business Research, has just issued an admirable pamphlet on bookselling entitled "Books About Books," which deserves the attention of any dealer and which could be passed to every salesman or new entrant into the field to great advantage.

A year ago, at the convention in Illinois of booksellers and stationers, A. C. Littleton, vice-director of the Bureau of Business Research at Urbana, proposed that the Bureau should begin a study of bookselling conditions in order to give assistance to Illinois bookstores, especially in stores of the smaller cities. Out of this proposal has grown a study of bookselling made under Mr. Littleton's direction, and the first result of this study is the pamphlet covering the general aspects of the business. The

statistics of the book business and office methods are not included in this first publication. The pamphlet shows an admirable coordination of information and an approach to the whole subject that will undoubtedly make its reading both of practical importance and of real stimulation, besides. The subjects covered in the 32 pages are:

A Knowledge of Books; Learning the Stock; Learning to Read; Authors and Their Works; Keeping Up With the New Books; Current Book Reviews; Advertising and Trade Literature; How to Find Books Not in Stock; Editions; Juvenile Types and Sources; Literary Background; Bookselling Profession; Book and Periodical Literature.

The University has generously sent 200 copies to the New York Booksellers' Convention and, as long as the edition lasts, copies may be had by booksellers by writing to the Bureau of Business Research, University of Illinois, Urbana.

## International Authors' Gathering

AMONG the guests of honor at the second annual convention of the P. E. N. Clubs of the world will be Bertrand Russell, May Sinclair and Mrs. Dawson Scott from the British Center, Jules Romaine from the French Center and Louis Pieraud from the Belgian Center. Among other delegates will be Senor Tablada of Mexico, Arne Kildal of Norway, Marcu Besa of Roumania, and delegates are to be announced from other European countries.

The convention will be held in New York on May 13th, 14th and 15th, beginning with the banquet at the Hotel Pennsylvania on the first evening. On Wednesday evening, the Society of American Illustrators, Sculptors and Painters will be hosts to the convention at the Grand Central Galleries, and the delegates to the American Booksellers' Association are invited. On May 15th, there will be an open meeting in Town Hall devoted to the expression of world fellowship, with Glenn Frank, editor of *Century Magazine*, presiding. On May 16th, there will be a garden party at the Doubleday, Page plant in Garden City, and, on the 23rd, a benefit performance of "Abie's Irish Rose."

The president of the American Center is Carl Van Doren, of the English Center John Galsworthy, of the French Center Anatole France. There is also a San Francisco Chapter of the American Center, with Gertrude Atherton as chairman. The secretary of the American Center is Maxwell Aley.

# THE Publishers' Weekly

*The American Book Trade Journal*

Founded by F. Leyboldt

EDITORS

R. R. BOWKER F. G. MELCHER

May 10, 1924

*I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.*

—BACON.

## Enjoying New York

NEW YORK, of course, is not a New Yorker's city—it is a metropolis that belongs to the whole country. Its growth has depended on the fact that it is the greatest port of a continent, now the greatest port in the world. And a great port does not belong alone to those who happen to live in it but to the whole country back of it.

New York has become a pleasure ground of the whole country, and there are few who have not found out its possibilities. Its wealth has also enabled it to undertake projects and buildings which otherwise would be impossible, and the enjoyment of these belongs to every visitor. It is to be hoped that, in spite of the very full program of these four days, every delegate to the Booksellers' Convention will find some time for personal and individual enjoyment along the lines of his or her own interest. Every New Yorker will be delighted to give suggestions and assistance.

A half hour's walk to the south of the hotel will take one thru the newly developing club district of Madison Avenue by the beautiful Morgan Library on Thirty-Sixth Street, by the publishing centers of Madison and Fourth Avenues and down to the Madison Square Garden, and Madison Square with the statue of Farragut and the beautiful tower of the Metropolitan Life Building.

A return up Fifth Avenue will show Brentano's, famous department stores, the Waldorf-Astoria, Tiffany's and, at Forty-Second Street, the wonderfully satisfying and beautiful building of the New York Public Library.

The walk to the north should start thru Madison Avenue by the Ritz, the handsome new building opposite housing the Harcourt

offices, the wonderful shopping windows of Madison Avenue and its side streets full of everything in art and gowns, by the rear of St Patrick's Cathedral to the shopping and second-hand book and auction room center of Fifty-Seventh and Fifty-Ninth Streets. The beautiful Plaza at Fifty-Ninth Street and Fifth Avenue gives a glimpse of the park, and, on turning down Fifth Avenue, there is the tall Hechscher Building, where the Knopf office is, then the St. Thomas's Church, a lovely masterpiece of Gothic architecture, with Dutton's tall building opposite, then the west façade of the Cathedral, fine shops for art and dress, the beautiful building of Scribner's at 48th and Putnam's at 2 West 45th, and back thru the high buildings to the hotel.

No one should fail to take Fifth Avenue bus rides who can find the opportunity or stay over for it. Going south to Washington Square thru Madison Square and along one of the publishing centers where Macmillan is erecting its new building and where Baker & Taylor is to move and Longmans is located, and again north via the Riverside Drive route coming back along the One Hundred and Tenth Street route by the fine houses facing Central Park, with a stop at the Metropolitan Museum, which no visitor to New York can afford to omit from his sightseeing program. No matter what one has seen in the way of art galleries, there is a thrill and delight in the Metropolitan.

The harbor is perhaps the most beautiful thing in New York and can be seen by going out on one of the down-town bridges, by going up the Woolworth tower, a wonderful view on a clear day, or by taking the Staten Island ferry at the Battery, a fine half hour trip thru the full length of the harbor.

## Membership in the A. B. A.

THE Membership Committee has shown unusual pre-Convention results, and, judging by the large registration, there are many more coming to the Convention who have yet to be enrolled on the regular list of the Association.

It is to be hoped that all who are booksellers realize that a continuing organization is an extremely important and commercially valuable thing for them. There is no industry in the country that is not now organized, and this fact alone proves the efficacy of such work. It is easy to criticize and to say, "Why do this?" and "Why not do that?" but the fact is that whatever is to be done that is of importance needs some organization to put it thru, and often

the very fact that there is such an organization prevents many trade difficulties arising that might otherwise come to the front.

The cost of membership, considering the needs of such work, is very small, indeed, and there should be no man who gets any considerable part of his living from the retail sale of books who does not give his support to the organization. The augmented funds from such increased membership are of special importance this year, as there are bound to be extension ideas of service that will require that type of support, and those who benefit should pay the bills.

### A Program Number

**T**HE Booksellers' Convention is back in New York after four years of travel, and the *Publishers' Weekly* is celebrating this event by making its regular issue a program issue. This will bring together in one cover a full account of the Convention plans, and we believe these are so important as outlined as to be of interest to all of the readers of the *Publishers' Weekly*.

"Weekly Record" and "Books Wanted" departments are not included in this issue. The "Summer Reading" number which was formerly a special number at this time, is now published in bookstore imprint editions only and orders for quantities will be filled.

As a periodical devoted to the progress of book distribution, we believe that the forward movement that the A.B.A. represents is of the utmost importance to the author and public as well as to publisher and bookseller. More and more is being expected of the bookseller, and the standards of the past are not sufficient for the years ahead. Nothing can do more to insure that standards shall be raised to meet the public's needs and that business shall be raised to justify the standards, than organized conference and discussion. These make it possible for the best practice of each to be the common property of all.

Those who are not booksellers should read this program as a guarantee of the ambitions and hopes of a group which has been for twenty-four years endeavoring to find its way to greater efficiency.

### The Cost of Vacations

**T**HE Western Union Telegraph Company, in its recent annual report, calls attention to the fact that its vacations with pay cost nearly \$1,900,000. The wording of this seems unfortunate. It ought to be supplemented by at least an estimate of

what is the cost not to have vacations. If there is any company that still thinks that vacations with pay are an unnecessary expense, it ought to reestimate the value to its business of the health and increased energy of the organization that comes from such vacations.

The habit is now pretty completely established in America that at least a two weeks' vacation is necessary in a business year, that these two weeks should be given with pay, and that during two or three months of the summer there should be Saturday afternoons off if the business is not one that permits these to be observed the year round. Year round is not possible in retail business. Some bookstores begin the Saturday closing at the end of June and continue till Labor Day; others have found a longer period possible. Whatever the arrangement, no firm should look on this as an expense to be avoided if possible. It is money as well spent as anything planned for the year.

### Children's Book Week, 1924

**N**O event in the bookstore's year is so widely observed in all parts of the country as Children's Book Week. The date this year has been set for November 9th-15th, two weeks before Thanksgiving, usually considered the best time for it.

The November date is based on three very practical points: First, the new and fresh stocks of the booksellers are on hand by the first part of November, so that the display can be at its very best. These stocks are, at that time, not depleted at all as they would be if the observance was in December; secondly, the stores are not so crowded but that the salesmen can give individual attention to visitors and thus present the store at its best; thirdly, if extra people are to be taken on for Christmas work, this is the time when they begin to come and this experience prepares them for the busier weeks of December.

#### Notice

**"THE BOOKMAN'S MANUAL"** by Bessie Graham, on and after this date will be sold at \$3.50 retail, with "regular" discount to the trade. This affords the bookseller an opportunity to push its sale among readers who will appreciate the unusual value of this fine guide to literature.

R. R. BOWKER Co.

May 10th.

## Bringing Books to Guilford

By Andrew Millar

**T**HE problem of how to handle the matter of the missing books in connection with the visits of Miss Gumper was one of the most difficult that Paul was called upon to face. He was deeply shocked and would believe in no reflection upon the lady's honesty until it had been demonstrated conclusively. In fact, Paul finally saw her conceal in her hand bag a volume of Dickens in the Century Library. On the spur of the moment, he said:

"Do you want me to charge that book to you, Miss Gumper?"

He expected that she would become very angry. Instead she looked at him very reproachfully and said: "What book?"

Paul, certain of his ground, replied: "Why that volume of Dickens you have been looking at."

Miss Gumper became very much confused.

"Why, yes." She looked in her bag, and appeared to be surprised to find the book. "I must have put it in there absent-mindedly. I wish you would charge it to me." Paul went a step further, and when he sent out his monthly statement he included the two other volumes previously missing. He expected to have the statement returned for correction, but instead he received a check without comment.

Miss Gumper never referred to the matter but she went to great pains to explain at various times that she was "absent-minded" which Paul decided was perhaps the most charitable way of looking at the whole matter. Nevertheless, he felt the whole affair very keenly and he regretted to note that he was becoming a little suspicious of everybody and watching his customers too much as possible purloiners rather than as purchasers. It was only by a vigorous effort that he adopted a more sensible view and one that enabled him to be reasonably watchful without becoming a store detective.

### CHAPTER XXVII

#### The Christmas Rush

November ran on apace. Paul had completed his sign-writing course and was now able to produce the plain and simple lettering suitable to his needs. He believed in the liberal use of signs and changed them very often. Nearly every day he printed at least one sign. He had also done well in typewriting and had achieved a fair degree of speed in sending out his orders and correspondence.

He knew that booksellers had a very bad reputation for failing to answer letters, so he scrupulously answered each inquiry

sent him by a publisher. These were not burdensome. At the same time the joke was on him in one instance when he devoted a half hour to a carefully considered answer to what he thought was a personal letter but which was really a carefully disguised form letter.

He expected to devote a few more evenings to typewriting lessons after the holidays. Following this he had decided to take up a bookkeeping course, this training being an absolute essential to one in his position.

A few salesmen had called, and Paul was amazed at the vociferous methods of one or two in their efforts to secure increased orders. One of them was a typical desk-pounder and told Paul emphatically what he ought to be able to sell. Paul reminded him that as he was himself on the ground he had a better idea of the possibilities than could be possessed by one who made one or two visits a year. The majority of the salesmen, and less than a dozen called on Paul during the entire fall season, were more moderate in their requests and really desired to be helpful, tho. of course, firmly convinced of the desirability of the goods they were selling.

Paul found an especial friend in Mr. Watrous, who represented one of the reprint houses, and who was full of good merchandising ideas and boundless enthusi-

*PAUL TRAYNOR, thru all the difficulties of starting his bookshop, had looked forward to the Christmas season as the real test of his skill as a bookseller. This chapter tells how Paul organized for this critical season and how he came thru.*

asm. No doubt due to his energetic methods, Paul made frequent window displays of his line and nearly always with good results. He helped Paul in securing cooperation from the leading moving picture operator and one evening, just to show the right spirit, he trimmed a part of Paul's window, putting in a display of reprints that Paul rightly described as a "hummer."

"That'll sell 'em," said Mr. Watrous, with a complacent air, and so it proved.

November proved to come up to Paul's expectations fully. He had made a success of his speech before the New Idea Club, and his talk to The Center Club had also been favorably received. One or two of the ladies had rather enjoyed catechising Paul following his address, and he confessed to Mrs. Cantly that he had suddenly felt "hot all over," but he had recovered and believed that he had come thru the ordeal with credit. The November quota of \$1,750.00 was just realized, Paul staying open an extra five minutes the last day to sell a promising customer some fiction. Paul worked his suggestive salesmanship to the limit, and the customer, a guest at the hotel, bought two current novels and a reprint, a \$4.75 sale, which put Paul "over the top" with 64c. to spare.

Paul decided that his holiday force should include five persons: Mrs. Cantly, Miss Lamson, Margaret Pelham, George Rodgers, and himself. George Rodgers was a high school student in the senior year. Paul considered him mature enough to serve as a salesman, yet he was perfectly willing to pack and unpack goods and deliver packages. This last proved to be a problem, especially during the final holiday week and it became necessary to employ a smaller boy for this sole purpose. Needless to say, Paul looked forward to the December business with the greatest eagerness and concern, for he well knew that the success of his enterprise very largely depended upon the results made during "the big month." His selection of a staff proved a very wise one. Mrs. Cantly worked very hard, and both Miss Lamson and Margaret Pelham showed considerable selling skill and worked on cash customers with tact and enthusiasm. If a customer came in to buy a book for one member of his family, he was not allowed to depart until he had listened to suggestions covering the needs of the other members. Many a boy and girl in Guilford found books among their Christmas presents that would not have been there but for the intelligent and enthusiastic book salesmanship of Paul and his staff. For Paul, December proved to be a most strenuous month. For ten

days preceding Christmas, the store was kept open in the evening, and Paul always remained afterward to rearrange his much disturbed stock. "I can't face such a looking store in the morning," he told Mrs. Cantly, as they surveyed the chaos that an onslaught of customers had made, and so he had pitched in, despite her protests, and had left things ship-shape when he finally turned the key in the door.

Due to the fact that this was his first holiday season and to his own lack of experience in sizing up public preference, Paul found himself out of a number of items during the rush. By intelligent suggestion his staff succeeded in selling other books in most cases when the missing items were called for. Paul knew, however, that in another year he would know bookselling better and know his trade better and in this way obviate the difficulty to a considerable extent.

Mr. Leffer put in a little larger line of books than usual, Paul was told, but the young bookseller, far from worrying, said: "the more the merrier." Having had one fling at what he thought was price-cutting but which was really only a clearance of soiled stock, Mr. Leffer had subsided and gave Paul no further trouble, tho he usually scowled when they passed and gave a reluctant answer to Paul's greeting.

Paul found that he had greatly underestimated the possible sales of Christmas cards, and an order by telegram was necessary to prevent a complete clean-out several days too early. Paul proved himself a resourceful manager during the hurly-burly of the holiday season. He made mistakes, plenty of them. For example, he reordered a few items that arrived after Christmas, and in one or two cases he reordered too heavily, but he had a compact and very sympathetic staff that was much interested in his success, and, when any book was seen to be moving slowly, the force got behind it and sold it quickly, always using care in selling to people who would be satisfied.

The December business passed the five thousand dollar mark which gave Paul the greatest satisfaction. He considered it a wonderful showing, as in truth it was. It was the fruit of hard, painstaking work over the period of the four months and of unremitting attention to business. As Paul examined the figures on the last day of the old year he felt that he had every reason for genuine satisfaction and he looked forward to the new year with confidence but with determination that there should be no let up in his energetic drive for business.

## New Members of A. B. A.

**S**TANLEY REMINGTON, the energetic chairman of the Membership Committee, has recently sent out a letter which begins:

"Say it with Flowers." You recognize this slogan! Organization coined it and put it on the window of every florist in the United States.

"This organization and slogan have made a deep impression on me, and have fired me with enthusiasm and a great desire to work harder and help put our association in the same prominent position the florists enjoy.

"Do you realize there are over 2,500 booksellers in this country. Think of it! And only 25% of them are members of the American Booksellers' Association. It is humanly impossible for an organization of this size to put in effect the program that has been planned—one that for the first time promises real tangible assistance for the bookseller.

"To make our association effective we must have at least 50% of the booksellers of the country lined up as members, before the convention meets in New York, May 12-15."

Mr. Remington's eloquence has persuaded the following booksellers to join the ranks of the A. B. A.

Augur, M. F., c/o Augur's Corner Book Store, Cooperstown, N. Y.

Bradley, Jr., Mrs. Charles, The Book Shop, 4 Market Sq., Providence, R. I.

Barnes, W. R., Barnes & Noble, 76 Fifth Ave., New York, N. Y.

Conrath, Charles A., c/o Samuel Gabriel Sons Co., 76 Fifth Ave., New York, N.Y.

Derby, Miss Marcia, Elmira College, Elmira, N. Y.

Friedman, Harry S., c/o Friedman's, 70 W. 51st St., New York, N. Y.

Friedman, Ira J., c/o Friedman's, 70 W. 51st St., New York, N. Y.

Lilja, R. H., c/o Rand, McNally & Co., 536 S. Clark St., Chicago, Ill.

Larkin, Mrs. I., c/o Howard R. Ware Corp., 554 Main St., New Rochelle, N. Y.

McKnight & McKnight, Normal, Ill.

McKeige, D. D., The Book Shop, 1904 Church St., Brooklyn, N. Y.

Seaman, Miss Louise H., c/o The Macmillan Co., 66 Fifth Ave., New York, N. Y.

Suther, Miss Emelie, 806 Westchester Ave., Bronx, New York City.

Schlamm, Edward D., c/o N. Snellenburg & Co., Philadelphia, Pa.

Wentworth, F. L., University Bookstore, Durham, N. H.

Welker, Leon, c/o D. Appleton & Co., 35 W. 32nd St., New York City.

## The San Francisco Booksellers

THE San Francisco Booksellers' Association had at its monthly meeting on April 19th an address by Gerald Campbell, the British consul, on the subject of "Anglo-Saxon Unity." Certainly no one knows better than the booksellers how close these ties are, as the literature of both nations passes back and forth and becomes amalgamated as a part of one great English literature.

## Conference on Children's Reading

THE annual conferences on children's reading which have been held for twenty years in Grand Rapids, under the inspiration of Samuel Ranck, librarian, have had a very far-reaching effect on the promotion and handling of children's books, in that they always have taken up the subject from some broad point of view and brought to the discussion comments from various fields.

At the meeting on May 3rd, the subject was "National and Race Prejudice: Should Children's Books Encourage or Discourage Respect and Friendly Feelings for the People of Other Nations and Races?" This question of the international effect of children's books will be discussed from the point of view of a mother, from the point of view of a native European and also from the point of view of a public library.

## The John Newbery Medal

THE vote for the award of the John Newbery Medal has been completed, and the presentation will be made at the annual Convention of the American Library Association, which this year is being held at Saratoga Springs, June 28th-July 5th.

The name of the recipient will not be known until that time, but Lillian H. Smith, chairman of the Children's Librarians' Section, has been proceeding to make arrangements for this occasion. The award is open to citizens or residents in the United States, for a book of original text, published during the previous calendar year, which is adjudged by the children's librarians of the country to be "the most distinguished contribution to the American literature for children."

The first award for the year 1921 was for Hendrik Van Loon's "Story of Mankind," for 1922, the second award was to Hugh Lofting's "Dr. Dolittle," and the calendar year 1923 is the one covered in the award this year.

## Landmarks of Postal Progress

Postage stamps—July 1, 1847.  
 Embossed stamped envelopes—July 3, 1853.  
 Registered matter—July 1, 1855.  
 Newspaper wrappers—February 1, 1861.  
 Free city delivery service—July 1, 1863.  
 Railway mail service—August 28, 1864.  
 Domestic money orders—November 1, 1864.  
 International money orders—September 1, 1869.  
 Postal cards—May 1, 1873.  
 Pound rate of postage for newspapers and periodicals under second class entry—January 1, 1875.  
 Special-delivery service—August 4, 1886.  
 International parcel post—September 15, 1887.  
 Free rural delivery service—July 1, 1897.  
 Postal savings system—August 1, 1911.  
 Domestic parcel post—January 1, 1913.  
 Air mail service—May 15, 1918.

## Yale Chronicle Films

### VII Montcalm and Wolfe

#### List of Books to Display When the Film Is Shown

By Professor Dixon Ryan Fox

- FRANCIS PARKMAN. *Montcalm and Wolfe*, 2 vols. *Little, Brown*.  
 A. C. BRADLEY. *The Fight with France for North America*. *Dutton*.  
 A. C. BRADLEY. *The Making of Canada*. *Dutton*.  
 G. M. WRONG. *The Fall of Canada*. *Clarendon (Oxford)*.  
 W. H. WOOD. *The Fight for Canada*. *Little, Brown*.  
 H. L. OSGOOD. *The American Colonies in 18th Century*. 2 vols. *Columbia*.  
 JULIAN CORBETT. *England in the Seven Years War*. 2 vols. *Longmans*.  
 G. S. KIMBALL. *Correspondence of William Pitt*. Vol. II. *Macmillan*.  
 A. G. DOUGHTY AND G. W. PARMELEE. *The Siege of Quebec*. 6 vols. *Dussault & Proulx (Quebec)*.  
 BERHES WILSON. *Life and Letters of James Wolfe*. *Heinemann*.  
 A. C. BRADLEY. *Wolfe*. *Macmillan*.  
 A. T. QUILLER-COUCH. *Fort Amity*. *Murray*.  
 W. MCLELLAN AND J. McILWRAITH. *The Span o' Life*. *Harpers*.  
 G. PARKER. *The Seats of the Mighty*. *Appleton*.  
 P. L. HAWORTH. *The Path of Glory*. *Little, Brown*.  
 G. A. HENTY. *With Wolfe in Canada*. *Scribner*.  
 JAMES OTIS. *At the Siege of Quebec*. *Penn*.

## The "Home Journal" on Home Libraries

THE discussion of model home libraries has been carried another step by Barton W. Currie, editor of *Ladies' Home Journal*, who writes an editorial on this theme in the May issue. He includes the Bible and Webster's Dictionary, Shakespeare and the "Home Book of Verse," both Wells's "Outline of History" and Van Loon's "Story of Mankind," Benjamin Franklin's "Autobiography" and Charnwood's "Lincoln," Blaikie's "Life of David Livingstone."

J. B. Bury's "The Idea of Progress" is among the ten books, and is one which has not been appearing generally in lists of this kind. Mr. Currie explains that this is a book that "should clarify one's perception of just what the progress, or, if you prefer the term, the progressivism of today is in the terms of its earliest beginnings and its evolution."

In the same editorial, Mr. Currie uses the full limit of his vocabulary to describe the iniquity into which publishing has sunk in his opinion.

To quote:

"The modernist clique of muck boosters are employing that sophistry nowadays to promote the sale of degenerate and obscene fiction. They proclaim that all books, all plays, all motion pictures, no matter to what extent they reek with nastiness, with perversion, with the lowest animal tendencies that have ever been attributed to man, are clean to clean minds, provided they are artistic. These noisy filth worshippers have won a loud-voiced college faculty clique to their side to back them up and to aid and abet the publishers. Together they are dragging the lowest depths of the sewers for their plots and their sex complexes and their 'art.'"

It may be that this message to 2,000,000 women will have the effect of improving their reading standards, but one need not be wholly accused of commercial mindedness to doubt the effectiveness of Mr. Currie's arguing, and it would be beside the point, probably, to suggest that Mr. Currie tho classing in condemnation books, plays and movies has not mentioned the fact that magazines have been infinitely more culpable than books in the spreading of such literature as deserves to be condemned, and it would probably be no exaggeration to say that one cheap magazine in its dozen issues gives circulation to more of the material than the entire book world put together.

## Changes in Prices

### D. APPLETON & COMPANY

"The Prince," by Gwen John, recently published at \$2.00, reduced to \$1.50.

### B. W. HUEBSCH, Inc.

"What Nietzsche Taught" and "Misinforming a Nation," by Willard Huntington Wright, prices advanced to \$2.50 and \$1.50 respectively. "Mozart" and "Beethoven," by Frederic Kerst and Henry Edward Krehbiel restored to stock at the new price of \$2 each. "Second Wind," by Freeman Tilden, new price, \$1.50.

### BOBBS-MERRILL

"Fundamentals of Fiction Writing" has been changed to \$2.00.

## Communications

### Woodcut Information Wanted

Editor, *Publishers' Weekly*:

Will you permit me to ask all of your readers who are artists in wood-engraving to send me certain information about all of the blocks they make during 1924? This information should give the title of the print, the size and any information about the states and edition as well as other interesting facts concerning each block.

This information will be used in an annual list of contemporary woodcuts, which will be one of the features of *The Woodcut Annual for 1925* which I am now preparing. Other features will comprise several illustrated articles about wood-engraving and reviews of all the more important woodcut books published during the year.

A printed form will be supplied to artists for describing their blocks conveniently, on application to the Editor of *The Woodcut Annual*.

ALFRED FOWLER,  
Editor of *The Woodcut Annual*.  
17 Board of Trade, Kansas City, Mo.

### Advertising in the Buses

April 29, 1924.

Editor, *Publishers' Weekly*:

Advertising in the Fifth Avenue Buses is not a new publicity method for books as was stated in your issue of April 29th.

In the spring and fall of last year we used a series of four different cards advertising our publications, the first containing "6 Spring Novels"; second, "Trodden Gold"; third, "New Novels You Should Read" (6 titles); fourth, "Feet of Clay."

It is my impression that some New York publisher used the buses for advertising prior to 1923.

G. G. Ross.

**"Weekly Record" and "Books Wanted" Departments will be carried in double cumulation in the next issue, May 17th. They are omitted from this issue in order to make a souvenir number for the American Booksellers' Convention, meeting in New York, May 12th to 15th.**

## Business Notes

BOMBAY, INDIA—The Bombay News Agency, a new concern, wants catalogs, circulars, etc., of American book publishers.

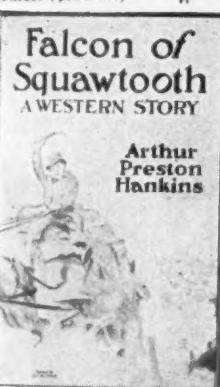
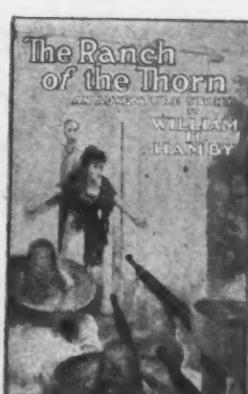
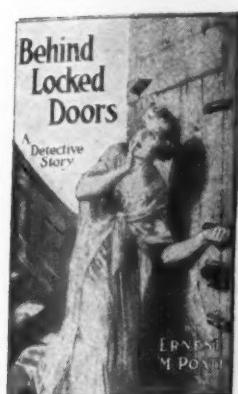
KANSAS CITY, Mo.—The Wayfarers' Library, 1107 E. 31st St., is a new concern. Mary B. Anderson is the owner.

NEW YORK CITY—The Gramercy Book Shop, Inc., at 122 E. 19th St., has taken over the business formerly conducted by William Green, successor to Renwick W. Crothers.

NEW YORK CITY—The Empire State Book Company has moved to 70 West 51st Street.

ST. GEORGE, STATEN ISLAND, N. Y.—The Studio Shop, 29 Stuyvesant Place, started recently under the ownership of Mrs. Walter S. Mayer and Mary B. Lambert.

PITTSBURGH, PA.—The Grail Book Shop, 3012 Jenkins Arcade, is new. It will specialize in religious psychology, applied psychology, new thought, etc.



### Checkmate!

Peter Lawton, Princeton self-stuck, poses as "Tom Jones" chauffeur and pits his wits against a clever and desperate gang—with love and death for prizes? Did he win? Here's a mystery story with no end of thrills—



### The Iron Gates of

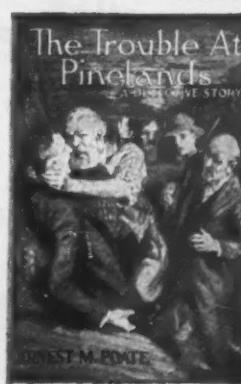
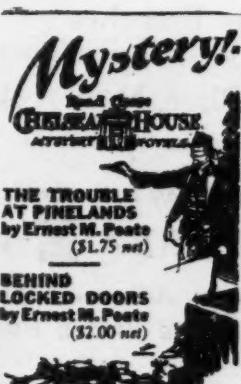
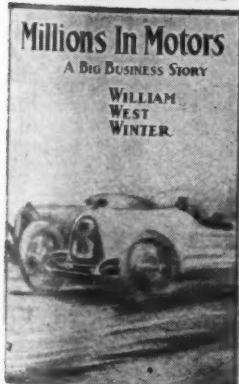


are wide open to all our friends in the book trade.

All of Convention Week will be open house to the trade at



P. S. Chelsea House Mystery-Adventure-Western Novels are the coming Best Sellers and are distributed everywhere by The American News Company, Inc., and Branches



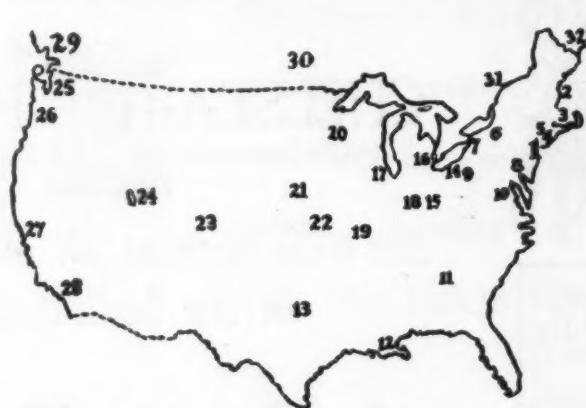
# BOOKSELLERS! HERE'S WHAT COUNTS

**SPEED  
CONVENIENCE  
LOW COSTS**  
in getting stock  
↓

Through these  
branches of  
The American  
News Company

- 1 American News Co., Inc.  
New York
- 2 Eastern News Co. Portland
- 3 New England News Co.  
Boston
- 4 Rhode Island News Co.  
Providence
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Springfield, Mass.
- 6 Syracuse News Co. Syracuse
- 7 Buffalo News Co. Buffalo
- 8 Central News Co. Phila.
- 9 Pittsburgh News Co.
- 10 Washington News Co.  
Washington
- 11 Georgia News Co. Atlanta
- 12 New Orleans News Co.
- 13 Texas News Co. Dallas
- 14 Cleveland News Co.
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- 20 Minnesota News Co. St. Paul
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**SPEED**—through short-distance shipments. Books you require are instantly available.

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and its Branches  
Distributors for All Publishers

9-11-13-15 Park Place, New York City

*Distributors to the Trade of the famous*

**CHELSEA HOUSE**

*Western - Adventure - Detective Stories*

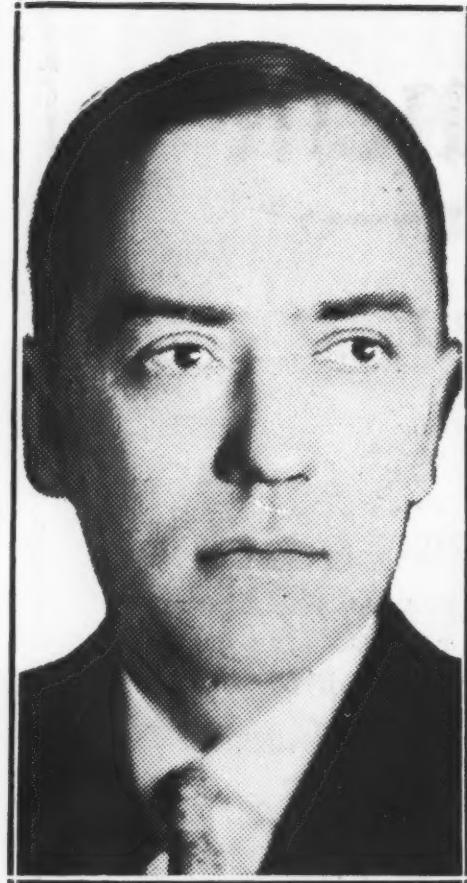
NONE BETTER PUBLISHED

# Greetings to the Booksellers of America!

THE AMERICAN NEWS COMPANY, Inc., takes pleasure in welcoming its friends, from whatever prominent or obscure corners of These United States they come, and extends to each and every one of them a most cordial invitation to visit the Headquarters of the world's most extensive Book, Magazine and Stationery distributing organization.

THE AMERICAN NEWS COMPANY, INC.  
7-9-11 Park Place - New York City

Distributors to the Trade of the famous  
**CHELSEA HOUSE**  
Western - Adventure - Detective Stories  
NONE BETTER PUBLISHED



STUART P. SHERMAN

## Stuart P. Sherman

has resigned his post as head of The Department of English at the University of Illinois to become Literary Editor of The New York Herald Tribune. He will begin his new work in September, assisted by Mrs. Carl Van Doren who is at present Literary Editor of *The Nation*.

## AMERICA'S LEADING LITERARY CRITIC

*To be Literary Editor of*

## THE NEW YORK HERALD TRIBUNE

"He is an interpreter of the old traditions of American Life. He has an open mind and is not bigoted." —*Brander Mathews*.

"He deserves a loving and warm welcome to New York from all men of letters" —*Nicholas Murray Butler*.

"There never has been anybody in American criticism who has such a penetrating vision of the literary needs of the day"

—*Wm. Grary Brownell*.

# Pre-eminent

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## In The

## Boston BOOK Field

AS USUAL, for the first three months of 1924, the *Boston Evening Transcript* led all Boston papers by a wide margin on both book advertising and book news.

Boston publishers used over 65% of their Boston advertising in the *Transcript*.

The Retail Stores of Boston used nearly twice as much space in the *Transcript* as any other Boston paper.

The amount of news matter devoted to the book trade by the *Transcript* was over five times as much as that published by any other paper in Boston.

The *Transcript* publishes a column or two of Book-stall Gossip each Monday and Thursday, two or more book pages each Wednesday and eight or more (a complete book section) each Saturday.

The *Transcript* has very little competition in Boston. It has been the book paper of Boston for years. Book advertisers know its readers are people of literary tastes and have the means and inclination to purchase books of all kinds.

## Boston Evening Transcript

P. S.: It might be of interest to the book trade to know that the *Transcript* publishes more book news than any other newspaper in the country.

## MAKING BOOKS SELL IN CHICAGO

It is a well known fact that The Book Page of The Chicago Daily News is a feature of special interest to the newspaper readers of Chicago, and is read by almost everyone in Chicago who is in the habit of reading books.

The effect on book sales of this concentration of reader interest in Chicago is noted especially when a book reviewer of The Daily News digs a book out of obscurity and "tells Chicago."

No less remarkable is the instant reaction of Chicago book dealers to advertising of book publishers in The Daily News. They know that a book advertised in The Daily News may be stocked in quantity—not timorously or doubtfully.

Chicago book dealers are alive to book selling possibilities in Chicago. They are glad to cooperate with live book publishers who promote the sale of their books in "the Chicago way"—in the columns of The Chicago Daily News. Publishers who appreciate this factor in the promotion of "good business" find a profitable and growing market for their books in Chicago.

**THE CHICAGO DAILY NEWS**  
*First in Chicago*



*A book such as Marco Polo, Herodotus or Mark Twain might have written*

# MADAGASCAR LAND OF THE MAN-EATING TREE CHASE SALMON OSBORN, LL.D.

This is a traveller's book, such as Herodotus, Marco Polo or Mark Twain might have written. But it is a scientific book as well and tells you more about the geology, topography, the plant and animal life of Madagascar, the people and their ways than you can find in any other work in English. It is full of interesting information, shrewd observations on human nature, bits of quiet humor. The style is frankly American-English, often reminding the reader of Mark Twain. Mr. Osborn likes to receive and to give instruction, but he would never have written merely to instruct. He says that his aim was to make his book good reading. That is exactly what it is.



## Madagascar

*is a book of more than 450 pages profusely and interestingly illustrated with maps and photographs.*

**\$5.00 net**

Chase Salmon Osborn, author of *Madagascar*, has had a romantic career as newspaper editor, author, iron hunter and political leader, culminating in the governorship of Michigan. He has travelled widely, and is the author of a number of books; he has made notable contributions to scientific knowledge; and he is possessed of an original, vigorous style of writing. He recently visited Madagascar, travelled the length and breadth of the island many times, lived with the natives, shared their strange food and queer shelter, collected their folktales, inquired into their resources, and wrote this book —the only adequate account in English of this important, but little known island.

*Madagascar is to be extensively advertised in the newspapers, the National Geographic, The New Republic, and other magazines. Publication date, May 12th.*

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**REPUBLIC PUBLISHING COMPANY**  
421 West 21st Street      New York City

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## Announcing the Largest Sale in the History of American Bookselling

**THOMS & ERON, INC.**

have purchased from E. P. Dutton & Co., nearly *two million dollars* worth of their overstock consisting of 750,000 volumes, 2000 titles on all subjects.

These books are now first offered at  
70% to 80% discount from the original list price

**To visitors at the  
American Booksellers' Convention**

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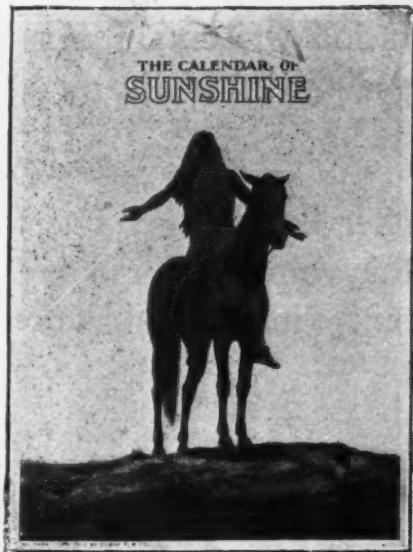
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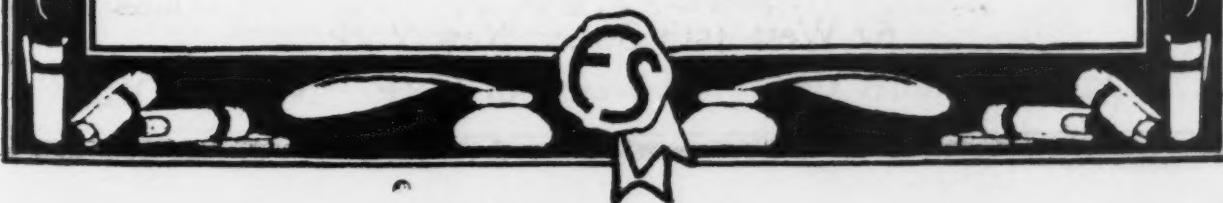
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